

Approved: 2-6-95
Date

MINUTES OF THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT

The meeting was called to order by Chairperson Bob Miller at 3:30 p.m. on January 26, 1995 in Room 423-S of the Capitol.

All members were present except: Rep. Kent Glasscock - excused
Rep. Galen Weiland - excused
Rep. Kenneth King - absent

Committee staff present: Lynne Holt, Legislative Research Department
Bob Nugent, Revisor of Statutes
Bonnie Fritts, Committee Secretary

Conferees appearing before the committee: Cal Lantis, Kansas Department of Commerce and Housing

Others attending: See attached list

The meeting was called to order at 3:30 p.m. by the Chairperson Bob Miller. The minutes of January 18, 1995 were distributed and approved.

Cal Lantis of KDOCH presented a four-part video series outlining economic development programs available in the state accompanied by a written description (Attachment 1). **HB 2966** passed in 1994, allowed KDOCH to make available these audio-visual and written materials describing these programs to different organizations.

Meeting was adjourned at 4:40 p.m.

The next meeting is scheduled for February 6, 1995.

HOUSE ECONOMIC DEVELOPMENT COMMITTEE
GUEST LIST

DATE: 1-26-95

| NAME | REPRESENTING |
|-------------------|--------------|
| Derieth L. Sutton | KDDC & H |
| Mikel Miller | Kansas Inc. |
| Korri Kelly | KDOC & H |
| Mark Bancellina | KDOC & H |
| Cal Davis | KDOC & H |
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KANSAS ECONOMIC DEVELOPMENT VIDEO SERIES

Presented to the

HOUSE ECONOMIC DEVELOPMENT COMMITTEE
Representative Robert Miller, Chairman

by the
KANSAS DEPARTMENT OF COMMERCE & HOUSING

January 26, 1995

HOUSE Eco. Devo. COMMITTEE
1-26-95
ATTACHMENT 1

The 1994 legislature passed House Bill 2966, amending KSA 74-5005, which delineates the powers and duties of the Kansas Department of Commerce & Housing. Specifically, the bill added a section, Section 1, (t), which directed the department to disseminate information on economic development programs through both written and audio-visual materials, and to assure that such materials were made available to local chambers of commerce, banks, public libraries and other organizations concerned with economic development.

The department has always considered the dissemination of information on economic development programs to be one of its central responsibilities. Examples: copies of the data book are routinely made available to both prospective businesses and local economic development organizations; at least one strongest link seminar is offered each fiscal year; and the department administers six regional field offices which are charged, in part, with disseminating information to local groups and officials.

However, the department, at least in recent history, had not utilized audio-visual materials (i.e., video tape) as a means of disseminating information. Therefore, the development of such tapes became the primary means through which the department sought to meet the requirements of House Bill 2966. Toward this end, the 1994 legislature appropriated \$25,000 to the department to fund the development of videos to help disseminate information about economic development programs.

KDOC&H contracted with Ken Evans of Evans & Associates to develop five economic development informational videos. KDOC&H Business Development Representatives Konni Kelly and Derieth Sutton worked with Ken Evans as project coordinators. The result is the Kansas Economic Development Video Series. This series is presented in five sections and has a run time of approximately 1 hour. The following is a brief summary of that series:

1. Kansas -- A Work In Progress: This video not only provides an overview of all the videos included in this series, but also gives a brief history of economic development efforts that have taken place in the state. It outlines: "Where we've been..., Where we're going..., How we're getting there..., Where we live... and United we grow..." and briefly discusses all economic development assistance programs located within the state, whether or not administered by the Kansas Department of Commerce & Housing. Further it attempts to show the team effort between agencies.

2. Business Assistance In Kansas: This video provides information on specific business assistance programs located throughout the state. It includes information on programs housed within the Kansas Department of Commerce & Housing, Kansas Department of Agriculture, Kansas Department of Health & Environment, Kansas Technology Enterprise Corporation and the Small Business Development Centers.

3. Business Finance in Kansas: Business finance is a very detailed area that also requires the team effort of several agencies. This video outlines financing options available to businesses and includes testimonials of C.E.O.'s who have used the programs with success.

4. A Kansas Quality of Life: This video focuses more on who we are and where we live. It includes programs designed to assist communities, whether to make improvements in infrastructure or to help weatherize neighborhood homes. Programs administered through the Housing Division and the Community Development Division are highlighted and attention is given to both urban and rural areas of the state.

5. Kansas Travel Promotion: This video outlines specific programs and publications designed to promote Kansas tourism. It also features the state's Travel Information Centers and the Kansas Film Commission.