

## MINUTES OF THE SENATE COMMERCE COMMITTEE

The meeting was called to order by Chairperson Nick Jordan at 8:30 A.M. on January 25, 2005 in Room 123-S of the Capitol.

All members were present except:

Jean Shodorf- excused

Susan Wagle- excused

Committee staff present:

Susan Kannarr, Kansas Legislative Research Department

Kathie Sparks, Kansas Legislative Research Department

Helen Pedigo, Revisor of Statutes

Jackie Lunn, Committee Secretary

Conferees appearing before the committee:

Jerry Lindberg, President KEDA and Economic Development Official in Pittsburg

Mickey Fornero, Director of Harvey County Economic Development in Newton

Cindy Cash, President of the Kansas City Kansas Area Chamber of Commerce

Gary Gore, President of the Great Bend Chamber of Commerce

Others attending:

See attached list.

Chairperson Jordan opened the meeting by announcing the Bioscience bill, SB 1, that the Committee passed out yesterday had a notation that shouldn't be there. The Committee needs to amend it today. A motion to reconsider SB 1 was made by Senator Reitz. Senator Kelly seconded. Motion carried. A motion to delete verbiage Page 2 line 33 "2004 Supp." and to pass out favorably as amended was made by Senator Kelly. Senator Brownlee seconded. Motion carried.

Next Chairperson Jordan recognized Senator Barone to request a bill introduction which would give cities more authority and responsibility on speed limits and accessing within the city limits. He called it a main street business and growth act. Motion to introduce the bill was made by Senator Brownlee and seconded by Senator Kelly. Motion carried..

Chairperson Jordan stated the Kansas Economic Development Alliance would be giving a presentation on "The States New Brand Image Campaign" to the Committee today. Chairperson Jordan introduced Jerry Lindberg, President of the Kansas Economic Development Alliance (KEDA) and an Director of Economic Development in Pittsburg, Kansas.

Mr. Lindbert stated tourism and economic development professionals from around the state played a critical role in this effort of developing this program. A 21-member State Image Task Force representing urban and rural Kansas was assembled to work closely with the State and marketing professionals to create the new Brand Image for Kansas. He stated Kansas is taking measured and determined steps toward increasing revenue for tourism, business development, and other economic development sources. This new brand image is to create a more positive image targeted at both in-state and out-of-state audiences. The Kansas Brand Image "Kansas, As Big As You Think" is to build pride among Kansans about how our wide open spaces allow people to dream and make big things happen. It encourages tourists to create their own big adventure. It will attract innovative businesses to think big in Kansas. It will enable Kansas communities to cost effectively extend the campaign for their own communities with impressive tools and financial support. He stated it is a business investment that makes good sense. Upon the conclusion of his testimony Mr. Lindberg introduced Mickey Foreno-Dean, Director of the Harvey County Economic Development in Newton and a member of the State Image Task Force, to give her presentation. (Attachment 1)

Ms. Foreno-Dean stated this new campaign is not only for tourism but for business development and community development as well. that she would be explaining the ads in the campaign. Ms. Foreno-Dean referred to written copy entitled "Kansas Research" (Attachment 2) stating a great amount of research had gone into this program. Next Ms. Foreno-Dean gave a video presentation of the ads for tv and radio featuring Amelia Earhart and Dwight D. Eisenhower. She explained the "Kansas As Big As You Think Campaign".

## CONTINUATION SHEET

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She also offered a video presentation of the news paper and community magazine ads also featuring Amelia Earhart and Dwight D. Eisenhower. The State Image Task Force feels that Kansas doesn't set limits and there are many opportunities in our state. She stated the campaign will also include a comprehensive website linked to other official state websites allowing one point of contact. Strong brands are built from the inside out. Changing the way Kansans think and feel about Kansas is critical to the success of this program. Building pride and appreciation for the state ultimately increases jobs, capital investment and tourism spending across the state. Attracting business development and travelers to our state adds revenue and encourages jobs and growth. Ms. Fornero-Dean presented another video presentation to promote tourism and business development by presenting ads that will be in national magazines. The goal of the State Image Task Force is to create a strong dynamic and durable flexible brand in the state of Kansas building state pride and supporting more successful business development and tourism efforts and ultimately having a quality economic impact on our state. During her presentation she referred the Committee to "Slogan play up expansive influence", an article written by Lewis W. Diuguid which appeared in the Kansas City Star on 01-21-05 ([Attachment 3](#)) Upon completion of her presentation Ms. Foreno-Dean introduced Cindy Cash, the President of the Kansas City Kansas Area Chamber of Commerce.

Ms. Cash stated she is very excited about and supports the new brand image campaign. This campaign is designed to communicate the same branding message to Kansas citizens, tourist looking for an historical experience, cultural and recreational experience Kansas can offer, businesses looking to expand or relocate their business, Kansas' current and future workforces who have training and skills that our current businesses and new businesses need to grow and expand. Ms. Cash presented written testimony. ([Attachment 4](#)) Upon conclusion of her testimony, Ms. Cash introduced Gary Gore, President/CEO of the Great Bend Chamber of Commerce and also a member of the State Image Task Force.

Mr. Gore stated the world we live in is packaged, marketed and positioned to capture the public's perception. He stated this campaign presents Kansas in a way that immediately rings true, yet doesn't undersell the state. It also will give communities a tool to build upon creating a greater campaign. By choosing a campaign that is universally acceptable and easily adaptable it allows smaller communities to expand their resources by playing off of and adding to the greater state campaign. The entire state will benefit each time a community adds to the exposure of the state-wide campaign. In closing he stated this funding is money well spent. Mr. Gore presented written testimony. ([Attachment 5](#))

Upon the conclusion of Mr. Gore's presentation the floor was opened for discussion. Senator Barone made reference to the big blue skies featured in the ads and stated a majority of states in the United States have big blue skies. He wanted to know what sets Kansas above the other states. Matt Jordan, Department of Commerce, joined the discussion in an effort to address Senator Barone's question. Mr. Jordan stated what they attempted to identify from the research data received was what business customers and travel customers wanted and then identify the things they say they expected and liked about the state and match that with what we knew the state has to offer. There is a metaphor built into "Kansas, As Big As You Think", it does not mean geographically. While we are focusing on the big blue skies we have looked at other options. Also they felt in Kansas ideas have room to grow. Hoping that this builds the platform to say something about the landscape, geography, history and character of this state that breeds opportunity. Other states can say that but we are hoping we stake out that territory first and most adamantly. Senator Reitz voiced concern on the cost and where the ad's would appear. Mr. Jordan explained the ad's are being placed in newspapers around the state and on television and some ads would be placed in national magazines. Mr. Jordan stated the entire program would cost \$1.7 million. The discussion continued in regard to the costs. Senator Jordan stated that Kansas was not competitive with other states in regard to what was being spend to market the state of Kansas. Senator Jordan also stated there seems to be a lot excitement about this new program. Senator Barone stated he feels there are mixed signals being given in regard to the funding of the program. Mr. Jordan stated they were not asking for any more money, they were just trying to convey what they can accomplish with what is in the budget now. The discussion continued and Mr. Jordan called on John Cather with Callahan Creek who helped develop the campaign to assist in answering the questions concerning the budget. He stated the first year is a start up year with a percent going to the development of the campaign and in subsequent years there would be more to spend on tv and radio spots.

With no further comments, Chairperson Jordan adjourned the meeting at 9:29 a.m. with the next meeting

CONTINUATION SHEET

MINUTES OF THE Senate Commerce Committee at 8:30 A.M. on January 25, 2005 in Room 123-S of the Capitol.

scheduled for Wednesday, January 26, 2005 at 8:30 a.m. in room 123S.