



VISIONEERING
WICHITA

Creating the future for our regional community.

Visioneering Wichita Community Identity Strategic Alliance Meeting #5 May 7, 2007 ~ Meeting Notes

Attendees: Samantha Sieben, Ken Blankinship, Sam Williams, Ryan Entz, Mike Snyder, Mark Chamberlin, Al Sanchez, John Rolfe, Lynn Deckinger, Carolyn Russell, Olivia Simmons

Purposes of the meeting are to:

- Review and approve minutes/notes from the April 5, 2007 Alliance meeting
- Hear a report on Qualitative data from the survey
- Ask “questions for understanding” about the survey results
- Determine what we have to do to move forward
- Identify “must haves” to move forward for the Alliance leadership team
- Identify meeting dates for the Alliance and Leadership team

The Survey Report – Qualitative Data

Trish McKenney and Greg Meissen with Self-Help Network gave a report on the qualitative data results from the Community Survey. There were 6 open-ended questions on the survey. An overwhelming majority of the respondents answered one or all of these questions. Theme categories were defined for each question. The answers were analyzed for words or phrases that would fall into one of the categories. For example: the question “What overall image would you use to market the greater Wichita region?” one category was “Something for everyone”. The response for this category was 25%. This meant that 25% of all respondents to this question stated something that related to “something for everyone”. Examples of general comments put in this category are (1) diversity of activities; (2) all types of recreation, events, churches, organizations, nightlife, dining shopping, entertainment for adults and children; (3) anything positive regarding things to do and see in Wichita. Once the data is finalized it will be available on the Visioneering website. Trish has requested feedback on changes from the alliance by May 18th. Even if you do not have any changes she would like your comments on the results.

Alliance Next Steps

The Alliance members discussed possible next steps in moving forward having received the information from the Community Survey. A brief review was given for those identified common words/phrases/platforms/themes that had been developed from previous discussions. They were:

- Every story counts
- Stories (success) diversity
- Grass is “green”
- Become, transformation, active, progressive
- Unexpected
- Strength
- Gathering place
- Doing it first
- Can (easy) do it here
- Style

The Alliance members agreed that objectives, strategies, and tactics needed to be developed in order to develop a plan for the next steps. In this discussion the following were developed:

Objectives: (possible)

- Advance the positive index (move 55% to 65%) on How Wichitans think others perceive Wichita)
- Develop a commonly shared identity that organizations can and will use. (10 of the organizations in Wichita)
- Develop a 1 page message platform
- Needs to be measurable over the course of time

Strategies (possible)

- Permission to say you love Wichita
- Share the positive stories (How)
- Overarching message/identity
- Should we ask folks what to call “area”
- We need an “it”

Tactics (possible)

- How do we refer to the “region”
 - Wichita (Henry Luke says get over it)
 - South Central Kansas
 - Wichita Area
- Need to have a consensus term?
 - Redefine Wichita to MSA
- Give and get clearing house
 - Speaker’s bureau
- Create a “myth busters”
- Develop a “magic meter” (have WSU involved)
- Create “site” where you can tell your story (story clearinghouse)
 - Toronto as an example
 - Television
 - Website
- Create your “commercial” about Wichita
- We need a message platform
- Identify the 10 organizations to tell our message

Two (2) committees were formed to begin the process of developing communications and the “plan”. The committees are to report back to the Leadership team within the next two weeks.

Communication Committee

Vera Bothner
Ryan Entz
Mike Snyder
Al Sanchez

The “Plan” Committee

Carolyn Russell
Olivia Simmons
Cat Poland
Nicole Howerton

Meeting Dates

Next meeting dates will be determined at a later date.