



VISIONEERING
WICHITA

Creating the future for our regional community.

Visioneering Wichita Community Identity Strategic Alliance Meeting #1 December 11, 2006 ~ Meeting Notes

Attendees: Carolyn Russell, Jessica Johnson, Mark Chamberlin, Cat Poland, Fritz Robinson, Allen Bell, Bryan Malone, Olivia Simmons, Lynn Deckinger, John Rolfe, Denny Bender, Samantha Sieben, Ken Blankinship, Nicole Howerton, Vera Bothner, Eric Finkelstein, Mike Snyder

The purposes of the meeting are to:

- Discuss what a positive community identity should be
- Outline what we are going to do at community identity meetings and what you are NOT going to be asked to do now or later
- Determine who else needs to be involved at this time
- Who wants to be on the leadership team

Warm-up Exercise to “Get to Know” partners

“10 years from now if we really are successful in establishing an internal community identity what would it look like?”

- Vitality
- Longevity
- Tomorrow – an inclusive community
- Proud of city – when visiting
- Economic opportunity for entrepreneurs
- TV series based in Wichita
- Wichita, a destination for business and leisure
- Unified story for all
- Pronounce “Wichita” correctly
- More young business people and keep them here
- Feelings of “best town”
- One minute story about Wichita
- Dynamic, progressive, high tech
- Number 1 on list of friendliest, most hospitable
- More “can do” spirit
- Wanting to remain here for 10 years
- Not hear “Why would you want to move to Wichita”

As alliance participants, what we are going to do and expect participants to do:

- Collaborate/cooperate
- Design a process in 3 to 4 meetings
- Be aggressive – move forward quickly

- Small “niche” markets (possible concentrate)
- Be authentic
- Have “fun”
- Be open to ideas from the community
- Messages that are common for all citizens
- Change the language of the message (begin internally)
- Share our stories
- Thoughts, actions, words all come together

As alliance participants, what we are NOT going to do and do not expect participants to do:

- Not asking for “pro bono”
- No one person in charge
- Do not have to share your professional secrets
- Will not fail or let “bumps” in the road stop us
- Not a “life sentence”
- Do not look in the past
- Not just the usual suspects

What are the components we will need to be successful?

Developed a rough time line (circle) of each group of components. (Components as listed and grouped)

Pre-planning

- SWOT Analysis
- Identify current & future strengths

Initial Research

- Community dialogue and buy-in
- Involve community leaders
- What does MSA mean to citizens
- Bring in college students both here and away
- Map wins/losses and study the trends
- Inventory of 3rd party evaluations
- Define the stories

Analyses

- Research and listen to audiences
- Develop baseline
- Define issues
- Define Audience
- Define the product
- Project possible “pitfalls”
- What media group reads

Plan

- Establish goals
- Strengths and tactics

Execute the Plan

- Capture input mechanism
- Create communications
- Define the stories
- Test the messages

Report the Results and in the overall continuum, remember to keep it simple and there will be continual feedback.

We identified others who need to be at our internal community identify meetings:

- Representative from the Hutchinson CVB
- Jane Lee Communications
- Derby communication person (Allison?)
- Hispanic Chamber rep
- Martha Slater – First Edition Video
- Mike Marlett (Wichita Paper)??
- Representative from REAP
- Brenda Gray – KU Medical Center
- The “Will Rogers” of South Central Kansas

Invitation to Join Leadership Team

- Nicole Howerton
- Vera Bothner
- Samantha Sieben
- Carolyn Russell
- Olivia Simmons
- Mike Snyder

Leadership team will meet on January 8, 2007 at 11:00 a.m. at SHN

Next Alliance meeting is January 18, 2007 at 11:30 a.m. – 1:30 p.m. at SHN

Participants were asked to look at the City of Wichita Website (Transforming Wichita) to view the “Citizens Survey”