

Community Identity Alliance

April 8, 2009

Attendees: Tessa Brungardt, Lynn Deckinger, Ryan Entz, Maureen Hofrenning, Nicole Howerton, Cindy Miles, Wynn Ponder, Fritz Robinson, Al Sanchez, Ken Vandruff, Barby Jobe

Purposes of the meeting

- To have a facilitated discussion based on the 3R results:
 - Review important findings from 3R initiative
 - Identify the 2 most important initiatives the individual alliance wants to accomplish
 - Ideas to improve communication regarding Visioneering progress
 - Alliances going forward

Overview of 3Rs Process

- Reviewed purposes of 3Rs process and results to date
- Wanted to tell the story one more time – with validation to date
- Shared take-aways from this process – talked to about 400 people
- Want action within 2 yrs- have plans out there, let's get going with them
- Strong message about Downtown revitalization not only in Wichita but towns within the MSA
- What is our DNA that we need to promote
- Why aren't local governments on the same page
- Family stability – where is the faith community – they have not been part of this process
- Transportation – not city bus- but how do we get from communities within the MSA
- Alignment is the issue....we need to find a way to get everyone together in the same room and talk about where everyone is headed and how

Alliances Going Forward

- Alliance needs to continue without support from CCSR after April 2009

Identify Important Initiatives for Alliance

- Are we branding ourselves with the right stuff?
 - Referred to CEO's for Cities – people are looking at for the DNA of the community
 - Talented City
 - Innovative City
 - Connected City
 - Distinctive City
 - \$\$\$ Metro Performance + Core Vitality
- These areas are what other communities are using to measure themselves
- How do we deliver the big picture to the ground level?
- ROKICT – need to get on their website as they are really promoting our community – started first Friday
- We need to revise, refocus this Alliance
- Limiting the image and marketing (branding) to aviation, science, and technology is a disservice to attracting visitors
- Maybe we need to become the gatherers of info on what is going on in different sectors and promoting
- Use some of the listening for messaging
- How do we engage people to get things done
- Maybe we build the plan and ask others to promote the plan
- Need to get YPW involved to help build and promote
- We are looking for a way to describe ourselves
- What is the vocabulary to describe us – where do we get the info to make this happen

Next Steps for this Alliance

- Next meeting will be called by Suzie at a location to be announced
- Within the next 3 months

Meeting Agreements

Who	What	By When
Nicole	Contact David Camerer (WSU) about sharing updated info about uploadwichita.com	
Maureen	Share research that Go Wichita has with this Alliance	
Suzie	Invite ROKICT people to Alliance meetings	