

MINUTES OF THE HOUSE GOVERNMENT EFFICIENCY AND FISCAL OVERSIGHT
COMMITTEE

The meeting was called to order by Chairman Jim Morrison at 3:35 p.m. on March 17, 2009, in Room 535-N of the Capitol.

All members were present except:

- Representative Sean Gatewood- excused
- Representative Brenda Landwehr- excused
- Representative Melody McCray-Miller- excused
- Representative Louis Ruiz- excused
- Representative Tom Sloan- excused

Committee staff present:

- Rena Jefferies, Office of the Revisor of Statutes
- Daniel Yoza, Office of the Revisor of Statutes
- Mary Galligan, Kansas Legislative Research Department
- Gary Deeter, Committee Assistant

Conferees appearing before the Committee:

- Kurtis Ruf, Ruf Strategic Solutions

Others attending:

- See attached list.

The Chairman welcomed Kurtis Ruf, Ruf Strategic Solutions, who provided an overview of his company's services ([Attachment 1](#)). He commented that the company, founded by his father 33 years ago, is a pioneer in targeted marketing and collecting data to assist both private and public entities make strategic decisions. Noting that his company has built a massive data trove (survey, demographic, geographic, psycho-graphic, media, lifestyle, and credit data), he said that from the data, using cluster analysis, a profile can be created to show key performance indicators from which strategic decisions can be made. He stated that his company works with several state governments as well as private industry.

Mr. Ruf responded to members' questions:

- If a state government already has key parameters established, the company can expand the data from which conclusions can be drawn; if no parameters have been established, the company can guide in developing them.
- Usually work with state governments begins with the company as a consultant.
- Presently the company's work with state governments is related to tourism.
- The company could offer a wide range of data services for e-government portals, for a better return-on-investment in economic development, for preventive health care, and for aggregating silo information.
- Colorado discovered that cutting its tourism funding also reduced state revenues. The company's KPI

CONTINUATION SHEET

Minutes of the House Government Efficiency and Fiscal Oversight Committee at 3:35 p.m. on March 17, 2009, in Room 535-N of the Capitol.

(Key Performance Indicators) would have alerted the state to that fact.

- An economic analysis can predict economic behavior so that the state can determine what type of business mix will generate business investment. Kansas could be a pacesetter in leading the nation out of the economic doldrums.

A motion was made, seconded, and passed unanimously to recommend an interim study which, using data analysis like that recommended by the conferee, brings together entities such as the Information Network of Kansas, the Division of Information Systems and Communications, the Kansas Department of Commerce, and other relevant state services to more effectively utilize state resources and generate additional revenue for the state. (Motion by Representative Neufeld and seconded by Representative Trimmer)

The meeting was adjourned at 4:32 p.m.