

STATE OF KANSAS



DEPARTMENT OF WILDLIFE, PARKS AND TOURISM
OFFICE OF THE SECRETARY
1020 S KANSAS AVE., SUITE 200
TOPEKA, KS 66612-1327

PHONE: (785) 296-2281
FAX: (785) 296-6953
www.ksoutdoors.com

GOVERNOR JEFF COLYER, M.D.
LINDA CRAGHEAD, INTERIM SECRETARY

Council on Travel and Tourism
Board of Regents – 5th Floor, Curtis State Office Building – 1000 SW Jackson Street
Friday, December 7, 2018 10:00am-3:00pm

AGENDA

Meeting will begin promptly at 10:00. Lunch will be provided for council members only.
Please note: other than start of morning and afternoon sessions, times are approximate based on topic discussion.

- | | |
|--|----------------------------|
| 1. Call to Order – Introductions | Bridgette Jobe |
| 2. Approval of Minutes | Bridgette Jobe |
| 3. Public Comment | |
| 4. Department Transition Book | Linda Craghead |
| 5. Eisenhower Project Update | Linda Craghead |
| 6. Highway Signage | Eric Nichol |
| 7. Election results | Marlee Carpenter |
| 8. Kansas Byways Interpretation Project Status | Sue Stringer/Scott Shields |
| 9. Lunch | |
| 10. Public Comment (1:00) | |
| 11. Travel Guide unveiling/Publication Planning for FY19 | Andrea Etzel |
| 12. FREE assistance from Tourism Division | Kelli Hilliard |
| 13. Economic Impact Study Review | Colby Terry |
| 14. KDOT Joint Task Force Report | Rep. Lusker |
| 15. Industry/Legislative Reports | |
| a. Chair's Topic | |
| b. Sport Hunting Association | |
| c. Tourism Industry Association of KS | |
| d. KS Bed & Breakfast Association | |
| e. KS Museum Association | |
| f. Fuel Marketing Association | |
| g. Restaurant & Hospitality | |
| h. Legislators | |
| 16. Call To Action/Review | Bridgette Jobe |
| 17. Adjourn | |

GCTT Meeting Notes

Members in Attendance: Jan Kessinger, Bridgette Jobe, Rep Shannon Francis, Jennifer Haugh, Shonda Atwater, Susie Coleman, Kate Goad, Sheila Lampe, Rep. Adam Lusker,

Members Absent: Suzan Barnes,

Staff & Public in Attendance: Linda Craghead, Michael Pearce, Andrea Etzel, Logan Hildebrand

Call of Order – Chair Bridgette Jobe called meeting to order at 10:04am, Bridgette introduced new council members Kate Goad and Shonda Atwater. Council members and KDWPT staff in attendance did introductions.

Approval of Minutes – Motion to approve by Shelia Lampe, second by Jan Kessinger

Public comments opened.

Secretary of State and Governor candidate Kris Kobach spoke in favor of Lecompton's Constitution Hall and the importance of keeping historic sites open year-round.

Representative Tom Sloan, spoke in favor Lecompton's Constitution Hall.

L.C. Middleton, volunteer of historic sites in Lecompton and is on the city council. Spoke in favor of Lecompton's Constitution Hall and tourism benefits to the community of Lecompton.

Paul Bahnmaier, spoke about the historical importance of Lecompton and its civil war history importance. Also, invited to host the next GCTT meeting at Constitution Hall in Lecompton.

Charlene Winter, volunteer in Lecompton and re-enactor. Spoke about positive tourism in Lecompton.

Lee ???, spoke on behalf of Congresswoman Lynn Jenkins, she is passionate about Kansas' history and importance of Lecompton Constitution Hall.

Steve Watkins, spoke to advocate for Constitution Hall be open and staffed year around.

Mike Amyx , former Mayor of Lawrence, spoke on behalf of Constitution Hall and the importance of tourism in Kansas and Lecompton.

Jim Ogle, Executive Director of Freedoms Frontier National Heritage Area, encouraged the importance of all our historic sites being open year around. Also, signage need for Freedom Frontier sites in Kansas.

Public comments closed.

Onward Ottawa

Speaking was John Coen and Doug Kinsinger. They spoke about the relevance of Ottawa being the confluence of two Kansas trails. It is complemented by a new teen park, with zip lines, skate park. The trail encourages adults, teens and youth to ride their bikes. The city has a federal grant pending to improve the Flint Hills Trail State Park through Ottawa with infrastructure and beautification. At the intersection of the two trails, a new gathering place is being developed encompassing about the size of half city block. It will be called Legacy Square. Doug spoke about the fundraising for Legacy Square. They showed a video of the project and went through the fundraising packets. Thanked KDWPT for the generous support from the Attraction Development Grant of \$90k. It helped in moving the fundraising efforts forward.

Kansas State Historical Society

Before Jenni spoke, Bridgette mentioned that Sarah Garten was not going to be on the Council, as she has left the museum, and Mary Madden will be the new museum representative on the council.

Jennie Chinn, Director of the Kansas Historical Society, gave a presentation on the historical society and its history. Showed that <1% of the audience for the historical society visit in person. It is primarily digitally through their website, Kansas Memory, Ancestry.com, and Newspapers.com. Jennie shared more on the Capitol Visitors Center. Jennie indicated that she would be working with Linda C. to better promote tourism and partners in the visitors center. Then Jennie took the council on a behind the scene tours of the museum of state archives.

The council broke for lunch at 12:32pm. The council began again at 1:05pm

Public Comment – No public comments

Adam Lusker spoke briefly to address the demolition plan for Fort Dodge and its timeline. Bridgette asked that as updates become available it be brought to the council at a later meeting.

Amusement Park Ride Act

Marlea James, from the Department of Labor discussed new legislative changes to the Amusement Park Ride Act.

Birding – Michael Pearce discussed the department's efforts to enhance birding accessibility through partnerships with private landowners in Kansas. He indicated that a significant number of tours have been booked in western Kansas by tour groups from Europe and Canada. The department is working with the communities to develop additional tourism activities in the

nearby local communities that would increase the local offerings (ie; chuckwagon feed, horseback riding, etc.)

Key Metrics Review – Jake Huyett and Melissa White from the department's ad agency of record, JhP Advertising, reviewed the Return on Investment of the department's digital advertising efforts for FY 18. Arrivalist tracking has been implemented over the last few years which tracks arrivals to Kansas of individuals who have seen the digital ads. This system reflects actual arrivals in Kansas & the timeframe associated with viewing the digital ad. In 2018, the following overall results were achieved:

- Impressions served – 2,683,556
- Estimated Visitor Revenue - \$1,238,790
- Estimated Arrival Return on Investment - \$94.28
- Increased ROI over 2017 – 118.04%

Industry/Legislative Reports – A variety of verbal reports were shared by members of the council