

Governor's Council on Travel and Tourism  
Minutes February 3, 2023, 9:00 AM – 11:00 AM  
Kansas State Capitol, Auditorium 4-N

Council Members in Attendance: Karen Hibbard, Bridgette Jobe, Janet McRae, Susie Coleman, Suzan Barnes, Rep Shannon Francis, Sen Mary Ware, Chuck Magerl, Mimi Meredith, Rosa Cavazos, Rep Jason Probst

Kansas Tourism staff in Attendance: Andrea Etzel. Mammoth Creative staff in Attendance: Ronnie Murphy, Sarah Moreland. Department of Commerce staff in Attendance: Rachel Willis

DCI in attendance: Nick Reshan, Rachel Deloffre, Allie Maniglia, Jack DeGilio, Jackson Hyler

The meeting was held in person. The meeting was called to order at 9:00 AM by Bridgette Jobe.

There was a motion to approve minutes from November 4, 2022 by Janet McRae, Suzan Barnes seconded. Passed unanimously.

Bridgette discussed the passing of Kevin Fern and that a new chair for the council will need be elected. Suzan Barnes made a motion to nominate Karen Hibbard as the chair of this council. Representative Shannon Francis second the nomination. Passed unanimously. Chairman Karen Hibbard took over leading the meeting.

Council members made introductions

There was no one in attendance who requested to make public comments.

Karen Hibbard introduced Jordan Roerman, Marketing Manager for Kansas Tourism. Jordan shared stats, examples, and videos on the 2023 Kansas Day Campaign. The Council shared overall positive remarks about the campaign. Jordan shared that Tourism is planning a campaign in the spring.

Karen Hibbard introduced Ronnie Murphy with Mammoth Creative, the agency of record for Kansas Tourism. Ronnie provided information on some of the Kansas Tourism marketing strategies and statistics on recent marketing efforts.

Rachel Willis, KDOC Director of Legislative Affairs, provided a short legislative update. She also provided a description on a new Commerce led program on workforce development. Rachel introduced the team from DCI. The DCI team is currently performing an immersive tour of Kansas and conducting focus group sessions on how best to bring workforce back to Kansas. This data/research phase is the beginning of the process. DCI then conducted a focus group session with the members of the Council.

Following the focus group session, Karen Hibbard opened the meeting back up for any final questions or discussion.

Chuck Magerl had questions about the SPRINT grant. Specifically, the short turnaround time and the concern if the state parks have the resources to apply for the grant in the given time frame. Bridgette said she would share that concern.

Karen announced the next meeting dates are May 5, 2023, August 4, 2023, and November 3, 2023.

Janet McRae made the motion to adjourn, Suzan Barnes seconded. The meeting was adjourned.