

Governor's Council on Travel and Tourism
Minutes February 4, 2022 9:00 AM – 12:00 AM
Zoom Virtual Meeting

Council Members in Attendance: Karen Hibbard, Bridgette Jobe, Chuck Magerl, Rosa Cavazos, Donna Price, Susie Coleman, Mary Ware, Suzan Barnes, Charlotte Esau, Nadia Reimer, Ken Corbet, Kevin Fern

Kansas Tourism staff in Attendance: Jaimee Salalac, Taylor Hartshorn, Lisa Hecker, Andrea Etzel, Colby Sharples-Terry, Jordan Roemeran

The meeting was held virtually on Zoom. The meeting was called to order at 9:03 AM by Chairman Kevin Fern

Council members made introductions

There was a motion to approve minutes from November 5, 2021 by Suzan Barnes, Donna Price seconded. Passed unanimously.

There was no public comment.

Bridgette reported that Kansas Turned 161 on January 29 and Kansas Tourism for the last two years has claimed this day as their own. Kansas Tourism was elated by the participation from the Tourism industry and Kansas's showing their state pride.

Jordan presented on the 2022 Kansas Day Campaign. Jordan gave an overview of the campaign, the results and what we can expect for next year's Kansas Day Campaign and Kansas Tourism. Jordan shared the Kansas Day video with the council.

Colby Sharples Terry presented on PR updates. The 2022 Media Event will be hosted on August 3, 2022 in Abilene. Kansas Tourism has formed a new TV partnership with Good Day Kansas named "To the Stars" which airs the third Wednesday of each month. The "To the Stars" segment was shared with the council. Colby shared the 2022 PR Initiatives.

Taylor Hartshorn reported on the purpose, eligibility requirements, and goals of the Task grants. Kansas tourism received \$1.5 million from the American Rescue Plan Act to disperse to communities across Kansas. The application process opened on January 14, 2022 and will close on March 11, 2022. Grants awards will be announced on May 2, 2022. Taylor reported on the Attraction Development Grant. The application process for the Attraction Development Grant is currently open and will close on March 31, 2022. The total amount available for these grants is \$250,000. Grant awards will be announced on May 2, 2022.

Bridgette reported a new position, Website and Database Manager, has been added to the Kansas Tourism Team. The position has been posted and Bridgette is working to fill the position.

Bridgette announced that Kansas Tourism will be hosting an Open House on February 9, 2022. This is an opportunity for our partners to see the new space at the Department of Commerce and get to know the Kansas Tourism Team.

Bridgette discussed the Regional roundtable meeting will be held on February 8, 2022 with the marketing team and regional representatives to discuss results from the survey on each region. Kansas Tourism will use this information as a tool to market those regions more effectively.

Council Industry Members updates

- Ken Corbett, Kansas Sport Hunting Association- The weather has been great. Like everyone else they are struggling with finding product and birds are in short supply. Ken has hosted hunters from 24 states. Recommended a packet to hand out as travelers leave to show what's going on in Kansas.
- Suzan Barnes, Travel Industry Association of KS-TIAK- The TIAK Board meeting was held in Lindsborg on December 9th. The Annual Tourism Conference was held in Liberal was wonderful. The next TIAK meeting is February 10th in Topeka. Destination State House is February 9th. Next Tourism Conference will be held in Wichita October 17-19, 2022.
- Susie Coleman, World Fuel Services- Gallon report is down about 8% to the year prior. They are affected by staff shortages. Stores are having to close due to staff shortages. They are trying to figure out how to help manage. Fuel is at an all time high. Convention is next week in Kansas City, MO.
- Kansas Restaurant & Hospitality Association-Lodging – Seat open.

- Chuck Magerl, Kansas Restaurant & Hospitality Association- Cost and Labor remain and issue for the Restaurant and Hospitality Industry. Free State Brewery created a poster using the Kansas Day poster along with photos that staff had taken all over Kansas for the Kansas Day Celebration.

Ex-Officio Reports

- Kansas Historical Society – Seat open
- Nadia Reimer, Wildlife & Parks- Nadia shared results of a survey on the economic impact of our state parks that they worked with WSU Economic Development and Business Research. She will get a copy to Bridgette to send out to the council members. KDWP will be hosting the 2nd annual Great Fishing Derby and a celebratory Media Event this Spring to draw attention to the economic impact state parks have.
- Kansas Dept of Transportation- Seat open

Kevin announced the next meeting dates are May 6, 2022, August 5, 2022, and November 4, 2022, at 9:00 AM to 12:00 PM. The location will be announced at a later date.

Susie Coleman made the motion to adjourn, Chuck Magerl seconded.