

Governor's Council on Travel and Tourism
Minutes May 5, 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, Sen Mary Ware, Mimi Meredith, Rosa Cavazos, Rep Laura Williams, Rep Jason Goetz, Steve Adams representing Nadia Marji, Sarah Bell representing Patrick Zollner.

Kansas Tourism staff in Attendance: Hunter Feyerherm, Jordan Roemerman, Carrie Doud, Jaimee Salalac

Department of Commerce staff in Attendance: Rachel Willis

The meeting was called to order at 9:00 AM by Chair Karen Hibbard. Karen announced that Rep Shannon Francis is no longer a Council member and thanked him for his time and contributions to the council.

Council members made introductions

There was a motion to approve minutes from February 3, 2023 by Suzan Barnes, Janet McRae seconded. Passed unanimously.

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

Rachel Willis, Director of Legislative Affairs for the Department of Commerce provided Legislative updates. Kansas Tourism was successful in receiving \$2.2 million in EDIF budget increase. In addition, \$3 million was budgeted for Kansas Tourism to take over the Sunflower Summer program in FY24. The Film Tax credit did not pass this legislative session but there are hopes that it will get picked back up next session. The Tourism clean up bill also did not pass this session. This bill included updating language related to Tourism's move to the Dept of Commerce, adding three new members to the Council, and adjusting the percentage requirements for the Attraction Development Grants. It is expected to be taken up again next session.

Jordan Roemerman, Marketing Manager for Tourism presented an overview on the Spring 2023 marketing campaign and the NFL draft campaign.

Bridgette presented the current strategic plan and reviewed some key components, explaining that it was time to make updates to reflect the current Tourism division. The Council discussed in detail the Mission, Vision, Values and Focus Areas and made slight updates. Bridgette explained that the Tourism staff will be continuing to review and update the plan over the next weeks and months and this is will on the agenda for upcoming Council meetings.

Bridgette provided updates from Kansas Tourism.

- The Sunflower Summer program will move to Kansas Tourism in FY24 with a budget of \$3M in FY24 and FY25. The Kansas Dept of Education will continue to operate the program for the summer of 2023. Bridgette asked the council to download, the app, participate and report back with their experience.
- The Attraction Development Grant awardees will be announced next week. \$400,000 is budgeted for FY23. We received 54 compliant applications, with a total request of \$2,236,941.71. The Entity types for this round of applications included: For Profit – 16, Not for Profit – 25, State, County, City or other – 13. \$1M has been budgeted for FY24.
- \$30M in Sprint Grants awards will also be announced in the next couple weeks.
- National Travel and Tourism Week is May 7-13, 2023. Governor Laura Kelly signed a proclamation for NTTW, April 28, 2023. (Handouts provided to council)

Council Industry Members provided updates

- Suzan Barnes, Travel Industry Association of KS-TIAK- The TIAK Board meeting was held April 13, 2023, by zoom. Finances are good and consistent. Membership is down. There was a slight increase in the dues structure. The 2023 Tourism conference is being held in Dodge City Oct 16-18. Seven industry partner members attended Destination Capitol Hill in April. There will be an Educational Seminar on iPhone photography held in Lindsborg June 15th.
- Susie Coleman, World Fuel Services- The explosion in Russia is creating supply problems. Fuel pricing continue to rise due to supply issues. Today's fuel market is up .5 and .9 for diesel. Fort Scott is experiencing supply problems.

Ex-Officio Member provided updates

- Kansas Historical Society – Patrick Zollner was unable to attend so Sarah Bell was present and provided the Historical Society update. Sarah started her role as museum director in September and is excited to be a part of this Council. The museum is closed for remodeling with plans to reopen Summer 2024. State Historic Sites are now free to visit.
- Wildlife & Parks- Nadia Marji was unable to attend, so Steve Adams was present and provided the KDWP update. A new state park, Lehigh Portland Trails in Allen County, was approved this session. Land is being surveyed now with plans to unveil the new park in FY24. Steve also provided an update on the Flint Hills Trail. An agreement was reached with the Railroad to fix a bridge in Vassar this year.

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

Mary Ware made the motion to adjourn, Suzan Barnes seconded. The meeting was adjourned at 11:05 AM.