

Governor's Council on Travel and Tourism  
Minutes May 6, 2022, 9:00 AM – 12:00 AM  
Kansas State Capitol, Auditorium 4-N

Council Members in Attendance: Kevin Fern, Karen Hibbard, Bridgette Jobe, Chuck Magerl, Rosa Cavazos, Janet McRae, Donna Price, Susie Coleman, Suzan Barnes, Charlotte Esau, Mimi Meredith, Renee Erickson, Ken Corbet

Kansas Tourism staff in Attendance: Jaimee Salalac, Kelsey Tully, Taylor Hartshorn, Hunter Feyerherm

The meeting was held at the Kansas Capitol, auditorium 4-N. The meeting was called to order at 9:00 AM by Chairman Kevin Fern

There was a motion to approve minutes from February 4, 2022, by Suzan Barnes, Rosa Cavazos seconded. Passed unanimously

Council members made introductions

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

Bridgette Jobe introduced Hunter Feyerherm. Hunter joined the Kansas Tourism team as Website and Database Manager. Kansas Tourism is currently looking for a part time Marketing intern for the summer.

Bridgette reported that conferences have started again for the Kanas Tourism staff which is a positive sign that things are returning to normal, and travel is starting again. Kansas Tourism recently won Gold at the NATJA awards banquet for the video "Mountain Bike Trails in Kansas? Yep... We've Got 'Em!" and was named Destination Video of the Year. Additionally, TravelKS.com was awarded a Bronze Adrian Award by HSMIA.

Kansas Tourism partnered with Nebraska and Iowa to host the Heartland Byways Conference in Leavenworth this week. There were about 100 attendees and it's the only byways conference held in the US.

National Travel and Tourism week is May 1-7. Governor Laura Kelly signed a proclamation for National Travel and Tourism Week.

Kansas Tourism hosted a successful open house on February 9<sup>th</sup> to show off their new office space. Governor Laura Kelly, LG David Toland and many industry partners from across the state attended to help celebrate.

Kansas Tourism received \$3,509,245 from the American Rescue Plan EDA Travel and Outdoor Recreation Grant which will be used for 4 projects. \$1.25 Million will be used for a 2022 Regional Spring Marketing Campaign. \$500,000 will be used for in-state regional asset gathering. \$1.5 Million is being used for TASK grants to local communities for attraction development projects. \$250,000 is going to State Parks to expand their glamping opportunities at several state parks. State Parks will present on this at a future meeting.

Taylor Hartshorn presented on the TASK and ADGP grants. TASK grant awards will be announced tentatively first week of June. ADGP awards will be announced May 13<sup>th</sup> in Colby. Kansas Tourism awarded \$1,751,503.51 of ADGP to 19 applicants in 16 counties and in all 6 Tourism Regions in 2022.

Kelsey Tully provided an overview on the Kansas Agritourism program specifics and new initiatives.

Bridgette Jobe shared details and preliminary results on the Kansas Tourism's Spring Campaign which runs April-July.

Council Industry Members updates

- Ken Corbett, Kansas Sport Hunting Association-. Looking forward to a great hunting in Fall. Ken shared a handout with council.
- Suzan Barnes, Travel Industry Association of KS- TIAK- Destination state house was held February 9 and was very successful. TIAK Board Meeting was held February 10<sup>th</sup>. The next board meeting will be held April 14<sup>th</sup>. Tourism conference will be held in Wichita, October 17-19. TIAK membership numbers are up. TIAK will be hosting an educational seminar on cyber security on June 9<sup>th</sup>.
- Susie Coleman, World Fuel Services- Prices are rising and falling with supply. Susie shared an email with the council. Hurricane season will start in 2 weeks for the west coast.
- Kansas Restaurant & Hospitality Association-Lodging – Seat open.

- Chuck Magerl, Kansas Restaurant & Hospitality Association- Free State Brewery is involved with the Great Kansas Fishing Derby. He reports profitability for the restaurant industry is very difficult. They are still understaffed and wearing many hats. Older operators are making the decision to retire and get out before it's too late.

Kevin announced the next meeting date is August 5, 2022. The location will be announced at a later date.

Suzan Barnes made the motion to adjourn, Donna Price seconded. The meeting was adjourned.