

Governor's Council on Travel and Tourism  
Minutes May 7, 2021 9:00 AM – 12:00 AM  
Zoom Virtual Meeting

Council Members in Attendance: Suzan Barnes, Kevin Fern, Karen Hibbard, Bridgette Jobe, Chuck Magerl, Mimi Meredith, Rosa Cavazos, Janet McRae, Mary Madden, Donna Price, Susie Coleman, Charlotte Esau, Shannon Francis  
Kansas Tourism staff in Attendance: Jordan Roemerman, Jaimee Salalac, Kelli Hilliard, Colby Sharples-Terry, Taylor Hartshorn

The meeting was held virtually on Zoom. The meeting was called to order at 9:02 AM by Chair Suzan Barnes

Council members made introductions

There was a motion to approve minutes from February 5, 2021 by Donna Price, Rosa Cavazos seconded. Passed unanimously.

Public Comment: There were no requests for public comment

Bridgette presented on Kansas Tourism's upcoming move to the Department of Commerce, effective July 1, 2021. Bridgette thanked the council for their hard work in supporting the ERO. Kansas Tourism will still be very actively engaged with Kansas Department of Wildlife & Parks. The goal of this reorganization is to place Kansas Tourism Division in the best position possible to be able to grow and flourish in the future.

Bridgette announced that Sue Stringer, Agritourism & Byways manager will be retiring in June. The open position will not be filled until after July 1.

Suzan Barnes announced that the May 2-8 is declared as National Travel & Tourism Week in Kansas.

Bridgette shared how Kansas Tourism commemorated National Travel & Tourism Week. The purpose of the week is to honor the workers in the hospitality and tourism industry for their strength and resiliency and to celebrate the impact that the tourism industry brings to our state and communities. Kansas Tourism celebrated the week by working with Governor Kelly to sign a proclamation and providing information to residents and elected officials on the value and economic impact that tourism has on the state.

Ronnie Murphy from Bajillion Agency shared some details of the Marketing plan. He also shared the first video from the Kansas Tourism story series, featuring the Cosmosphere in Hutchinson.

Colby Sharples-Terry, Kansas Tourism PR and Communication Manager, shared information about the planned upcoming PR and Media trips.

Jordan Roemerman, Kansas Tourism Marketing Manager, unveiled Kansas Tourism's new website, TravelKS.com. She walked the council through the various new features. Feedback from the council was very positive.

#### Council Industry Members updates

- Suzan Barnes, Travel Industry Association of KS- TIAK: Suzan shared that the last TIAK meeting that was held April 8 virtually. The next meeting is scheduled for June 10 & 11 in Salina and will be held in person. She encouraged members to attend the Kansas Tourism Conference, Oct 18-20 in Liberal KS.
- Chuck Magerl, Kansas Restaurant & Hospitality Association: Chuck reported that the Dirty Kanza is returning in June as the Unbound Gravel Race in Emporia. There will be a live video with Flow Sports. With Mother's Day weekend approaching reservations requests for restaurants are up 64% from 2019. The federal government has played a huge roll in the hospitality industry in the last year. Staffing and supply chain continues to be the biggest challenges.

#### Ex-Officio Reports

- Mary Madden, Kansas Historical Society- The Kansas Museum of History is set to reopen June 2.

Suzan Barnes announced the next Council meeting dates are Aug 6 and Nov 5. 9:00 AM to 12:00 PM. The location will be announced later date.

There was a motion to adjourn by Mimi Meredith, Chuck Magerl seconded. Passed Unanimously.  
The meeting was adjourned.