

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

Council Members in Attendance: Karen Hibbard, Bridgette Jobe, Janet McRae, Suzan Barnes, Sen Mary Ware, Mimi Meredith, Rosa Cavazos, Rep Laura Williams, Rep Jason Goetz, Nadia Marji, Patrick Zollner, Ken Corbet, Donna Price, Chuck Magrel

Kansas Tourism staff in Attendance: Carrie Doud, Jaimee Salalac, Kelsey Wendling

The meeting was called to order at 9:00 AM by Chair Karen Hibbard.

Council members made introductions

There was a motion to approve minutes from May 5, 2023, by Suzan Barnes, Donna Price seconded. Passed unanimously.

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

Jackie McClaskey, President, and CEO American for Royal American presented an update on the American Royal project in Kansas City. It was reported that the total annual economic impact of this project on a 20-year average is \$325 million and will create an employment impact of nearly 3,000 jobs.

Ronnie Murphy with Mammoth Creative shared results from the 2023 Spring Campaign.

Bridgette Jobe provided a Director's report. She shared that Babette Dixon has been hired as the new Contracts and Research Manager for Tourism. She also shared that the Sunflower Summer Program has been moved to Kansas Tourism in FY24. Tourism received \$3M in funding for this program for FY23 and FY24. Staff will be meeting with KSDE next week to discuss the program.

Bridgette reported that the Kansas Tourism Conference will be held in Dodge City October 16-18, 2023. She invited council members to attend.

Council Industry Members provided updates

- Ken Corbett, Kansas Sport Hunting Association – The NAGA was hosted in Kansas, filling up hotels and outfitters. Ken reported on the turkey shortage. Ken inquired about data on where hunters are coming from. He will work with Tourism and Wildlife and Parks for data.
- Suzan Barnes, Travel Industry Association of KS-TIAK- The TIAK board meeting was held in Lindsborg on June 15, 2023. TIAK held an educational seminar after the board meeting on iPhone photography presented by Jim Richardson. U.S. Senator Jerry Moran has been named co-chair of the Senate Travel and Tourism Caucus. An Advocacy Committee survey was sent out in May. So far there has been a 20% return rate.
- Chuck Magerl, Kansas Restaurant & Hospitality Association- Chuck reported they are seeing a reduction in inflation on food cost. Labor shortage is still an ongoing issue.

Ex-Officio Member provided updates

- Patrick Zollner, Kansas Historical Society – Patrick reported the Museum will reopen next year. They are working on making State Historic Sites open year-round instead of seasonal. Kaw Mission historic site is scheduled to reopen September 16 with a ribbon cutting.
- Nadia Marji, Wildlife & Parks – Nadia reported on the 2023-2024 Hunting publications coming out, a new Public Land Dove field Database and a new wild turkey study. Dove season starts September 1, 2023. A handout was given to council members.

Karen announced the next meeting is November 3, 2023. The meeting was adjourned.