

Governor's Council on Travel and Tourism  
Minutes August 5, 2022, 9:00 AM – 11:00 AM  
Kansas State Capitol, Auditorium 4-N

Council Members in Attendance: Kevin Fern, Karen Hibbard, Bridgette Jobe, Rosa Cavazos, Janet McRae, Donna Price, Susie Coleman, Suzan Barnes, Charlotte Esau, Mimi Meredith, Ken Corbet, Shannon Francis, Nadia Marji

Wildlife & Parks stall in Attendance: Linda Lanterman, Steve Adams

Mammoth Creative Co. in Attendance: Sarah Moreland, Ronnie Murphy

Kansas Tourism staff in Attendance: Jaimee Salalac, Kelsey Tully, Hunter Feyerherm, Lisa Hecker, Jordan Roemerman, Andrea Etzel

The meeting was held in person. The meeting was called to order at 9:02 AM by Chairman Kevin Fern

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

Council members made introductions

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

Steve Adams, Kansas Department of Wildlife and Parks reported on Hunting and Fishing participation in Kansas. The Lifetime Fishing and Hunting License for children under 5 will be available later this year. Nadia will gather more data for out of state licenses and report back to council.

Linda Lanterman, Kansas Department of Wildlife and Parks presented on the economic impact of outdoor recreation in Kansas. KDWP is a fee funded agency and relies on the sales of state park permits and reservations to pay for the management and operations of Kansas' State Parks. Hunting and fishing licenses pay for KDWP's hunting and fishing programs and services. In 2020, KDWP partnered with the Center for Economic Development and Business Research at Wichita State University to measure the economic impact of Kansas State Parks. In 2020, Kansas State Park visitors contributed a \$170 million and the Flint Hills Trail and Prairie Spirit Trail contributed a \$5,243,379 to local economies. Linda reported that they are waiting to hear back about grant opportunities to finish the Flint Hills Trail State Park.

Jordan Roemerman shared the newly redesigned State Parks TravelKS.com website pages that were launched in June. Page views are up 40.54% and time viewed is up 3.6% YOY with the new format. Kansas Tourism and State Parks partnered to develop State Park Logo stickers, featuring each individual State Park Logo, that are available for purchase online at TravelKS.com/Gear, at TIC retail locations, and at State Park offices. Kansas Tourism partnered with KDWP to place an in USA Today Hunt & Fish Guide that was distributed to newsstands nationwide, along with digital distribution. Bass Pro Shop, Go RVing and Brad Kaselowski promoted the digital version on social media. Jordan showed the council the ad.

Ronnie Murphy, Mammoth Creative Co. presented an overview on the 2022 Kansas Leisure Visitor Profile study results that was part of Kansas Tourism's strategic plan. A Full MMGY report is available online at TravelKS.com.

Kelsey presented the council with Agritourism updates. Kansas Tourism will be hosting a 1 Day Agritourism Summit, January 5, 2023, at the Hilton Garden Conference Center in Manhattan, KS that will include breakout sessions and a Keynote Speaker, Jolene Brown.

Bridgette presented the council with the newly redesigned Byways pages that launched last week.

Bridgette shared the STR Lodging report with council. Statewide Occupancy Rate is nearly back to pre-pandemic levels. Business travel is still lagging, as was expected.

Bridgette announced the first In-State Media Event since 2019 was held this week in Abilene with 38 media members in attendance, half being from out of state. It was a 2-day event with multiple activities and a Tradeshow with Regional Tourism Booths. Kansas Tourism is already seeing social media post generated from this event and will continue to see them for months. Colby Sharples-Terry will present on all 2022 PR efforts at the next council meeting.

Bridgette reported that Kansas Tourism has eliminated desk phones to save on costs. Kansas Tourism staff can now be reached through their work cellphones which have been updated on the website. The main number will remain the same.

Bridgette announced that Kansas Tourism is partnering with the Office of Rural Prosperity to hold a Rural Prosperity Summit on Oct 17<sup>th</sup>, the morning before the Kansas Tourism Conference in Wichita. The Summit will feature main speaker Jeff Siegler and will be an additional \$25.00 to attend. You do not need to be a rural community member to attend.

#### Council Industry Members updates

- Ken Corbett, Kansas Sport Hunting Association- The Kansas Sport Hunting Association is hosting their 31<sup>st</sup> annual convention on August 24-25. Reservations must be made by August 15<sup>th</sup>. Handout given to council members.
- Suzan Barnes, Travel Industry Association of KS- TIAK- TIAK membership numbers are up, and they are doing well financially. TIAK Board Meeting was held June 9<sup>th</sup> in Parsons and included an education seminar on Cyber Security. The next board meeting will be held August 11<sup>th</sup> by Zoom. The Kansas Tourism conference will be held in Wichita, October 17-19.
- Susie Coleman, World Fuel Services- Susie shared the Fuel Market report with Council. With Hurricane season approaching prices will increase. Handout given to council members

#### Ex-Officio Reports

- Nadia Reimer, Wildlife & Parks- The Great Kansas Fishing Derby will be held May 15- September 15, 2022. Nadia presented on the newly launched Kansas Birding Trails (12 throughout the state). KDWP Distinctive License Plates will be available in 2023. The license plates will also serve as an annual park permit providing the vehicle owner unlimited state park entrance. Hand out given to council members.

Chairman Fern announced the next meeting date is November 4, 2022.

Suzan Barnes made the motion to adjourn, Janet McRae seconded. The meeting was adjourned.