

Governor's Council on Travel and Tourism
Minutes November 5, 2021 9:00 AM – 12:00 AM
Zoom Virtual Meeting

Council Members in Attendance: Karen Hibbard, Bridgette Jobe, Chuck Magerl, Rosa Cavazos, Janet McRae, Donna Price, Susie Coleman, Mary Ware, Jason Probst, Suzan Barnes, Ron Ryckman Sr, Mimi Meredith, Charlotte Esau, Renee Erickson, Nadia Reimer

Kansas Tourism staff in Attendance: Jaimee Salalac, Kelsey Tully, Lisa Hecker, Andrea Etzel, Colby Sharples-Terry

The meeting was held virtually on Zoom. The meeting was called to order at 9:01 AM by Bridgette Jobe

Bridgette Jobe announced that she will lead the meeting today in Chairman Kevin Fern's absence.

Bridgette introduced two new members to the council. Senator Ron Ryckman Sr and Senator Renee Erickson were both recently appointed to the council.

Bridgette shared the current membership list with the council. There are currently a few open seats that are being worked on to have members appointed.

Council members made introductions

There was a motion to approve minutes from August 6, 2021 by Karen Hibbard, Janet McRae seconded. Passed unanimously.

There was no public comment.

Bridgette presented on Kansas Tourism's Marketing Grant. Bridgette introduces LeAnn Cox, Director of Visit Hutch, to share information about the Hutchinson To The Stars Mural. Visit Hutch was awarded \$3,400 through Kansas Tourism's grant program, to help fund the mural which is located on the exterior of the Visitor Information Booth on the State Fairgrounds. The mural was painted by Kansas artist Brady Scott. Bridgette announced the deadline for this year's marketing grant was August 1, 2021, there were 6 applicants totaling \$32,097.50 which all were awarded. Since all the budgeted \$50,000 for the FY22 marketing grant program was not used another opportunity will be available and the application deadline is January 1, 2022. Bridgette presented on the six awardees of the marketing grant and their projects.

Chris Pike, Director of Impact Studies for Tourism Economics shared the 2020 Economic Impact of Tourism in Kansas report. Bridgette will send out the slide presentation and report to all council members.

Bridgette introduced two new Kansas Tourism staff members, Lisa Hecker, Byways and Signage Manager and Kelsey Tully, Agritourism Manager, and gave an overview of their positions. Tourism will be hosting the Heartland Byways Conference in Leavenworth on May 3-5, 2022, which is the only Byways conference hosted in the country.

Bridgette announced that Kansas Tourism will be adding a Website and Database Manager to the team. The position has been posted.

Bridgette shared the 2022 Kansas Travel Guide and encouraged everyone to keep copies in their offices.

Bridgette shared that Kansas Tourism was a first time ever finalist for the Esto Mercury Award and although they did not win that she is super proud of her team, and they hope to bring home a trophy next year. Kansas! Magazine was recently awarded 1 gold, 3 silver and an award of merit at the IRMA conference.

Bridgette shared the newest video to the Kansas Tourism video series.

Bridgette shared the Kansas Tourism Gear Store on travelks.com and the new merchandise available which was unveiled at the Kansas Tourism Conference. Limited items are available for purchase through the Kansas Tourism office.

Colby Sharples-Terry, PR and Communication Manager gave a report on the 2021 Influencer Campaign and Media Trips held. Colby shared a video that was created that highlights the Influencer Campaign and FAM trips hosted. Some partnership that Colby has formed are with WIBW to create a To the Stars segment and Kansas Farmer Partnership where Colby writes an article for there

monthly magazine. A monthly Media and PR Newsletter was another new initiative created this year and proved to be valuable. Colby presented on PR initiatives for 2022.

Suzan Barnes reported on the 2021 Kansas Tourism Conference. Suzan reported that the Conference was phenomenal, the speakers and breakout sessions were dynamic, and the comradery was great. 150 people attended the conference. Next year's conference will be held in Wichita, October 17-19.

Bridgette shared the 2021 Kansas Day Campaign was a successful and that they want to capitalize on that success again for Kansas Day, January 29, 2022. Kansas Tourism is working out all the details for the Kansas Day celebration but has many exciting things in store. Bridgette has requested the councils help in ideas and thoughts about getting greater participation from elected officials and businesses. Tourism will be asking all legislators to post their own personal salute to Kansas on Kansas Day.

Council Industry Members updates

- Suzan Barnes, Travel Industry Association of KS-TIAK- The Board of Directors meeting was held in Liberal on October 18th. They took a legislative survey; STAR Bonds, Transient Guest Tax and State funding were at the top of the list to push for. Destination State House is February 9,2022 in Topeka and TIAK has put together a legislative tool kit for the event.
- Chuck Magerl, Kansas Restaurant & Hospitality Association- The rapidly increasing cost and how to keep that balance is a huge challenge that the restaurant industry is seeing. The unique and iconic Kansas restaurants are either no longer in business or seriously struggling right now. The government programs have been the only thing that has allowed some business to survive.

Ex-Officio Reports

- Nadia Reimer, Wildlife & Parks- Nadia had requested that Bridgette share that W&P has just received a new Economic Impact of State Parks in Kansas Report and it will be on the agenda for a future meeting.

2022 Council meeting dates were announced: February 4, 2022, May 6,2022, August 5, 2022, and November 4, 2022, at 9:00 AM to 12:00 PM. Locations will be announced at a later date.

Mimi Meredith shared that next year is the 60th Anniversary of the Cosmosphere and alerted council to look for invitations and information to participate in the celebration.

Karen Hibbard shared that in 2022 they will be celebrating the 10-year Anniversary of the Flint Hills Discovery Center and last year they celebrated quietly the 25th Anniversary of the Beach Museum of Art on the KSU campus.

The meeting was adjourned.