

Governor's Council on Travel and Tourism
Minutes: December 6, 2019 9:00 AM – 12:00 PM
Curtis Office Building, Board of Regents, 5th Floor

Council Members in Attendance: Shonda Atwater, Suzan Barnes, Susie Coleman, Ken Corbet, Kevin Fern, Shannon Francis, Bridgette Jobe, Mary Madden, Jason Probst, Alex Rice, Diane Robinson, Jeanny Sharp, Mary Ware.

Kansas Department of Wildlife Parks and Tourism staff in Attendance: Secretary Brad Loveless, Kelli Hilliard, Jordan Hildebrand, Jaimee Salalac.

The meeting was called to order at 9:05 AM by Chair Suzan Barnes

Council members made introductions

There was a motion to approve minutes from September 6, 2019 by Suzan Barnes, Ken Corbet second. Passed unanimously.

Public Comment. No one was in attendance to provide public comment.

Secretary Loveless asked to remove the new tourism branding presentation from the agenda. Governor Kelly's office is reviewing the campaign and we will present to the council at a future meeting.

Strategic Planning Session: Bridgette Jobe introduced Lucy Petroucheva and Danny Barrera with the WSU Community Engagement Institute who have been assisting Kansas Tourism with gathering stakeholder input for a tourism strategic plan. Lucy presented data that was gathered from 180 tourism professionals at the annual Tourism Conference in October during facilitated breakout sessions. Questions asked by the facilitators included: What is your perception of the Tourism division? What is going well in the Kansas Tourism industry? What markets are you seeing coming to Kansas? What are the greatest challenges that Kansas tourism faces? What service does the tourism division provide that is most beneficial to you? What services do you wish the tourism division was providing? Overall, what would a successful state tourism division look like? What is missing from the Tourism division Mission Statement? What are the priorities you would like to see the Tourism division focus on? What if anything did you not get to share today?

The top priorities from input received from the tourism industry were:

- Developing a Tourism Strategic plan
- Increased funding for Kansas Tourism
- Increased Tourism staff
- Better communication with tourism industry
- New branding/marketing
- More educational opportunities for industry
- Increased ways to support local tourism

There was discussion among the council members

Danny Barrera reviewed the current Vision and Mission Statements for Kansas Tourism. Council members participated in an exercise to provide input for future statements. Next steps will be bringing back a first draft of a strategic plan to the Council at a future meeting.

Bridgette Jobe provided the Director of Tourism report.

- Two new staff members have been added to the Kansas Tourism team. Jaimee Salalac is the new Administrative Specialist and Jordan Hildebrand is the new Marketing Manager.
- The Kansas Tourism Conference, a partnership between Kansas Tourism division and TIAK, was held in October in Mulvane, KS. Over 180 tourism industry representatives from across the state attended. Secretary Loveless and Bridgette Jobe provided updates at the conference for the future of the tourism division and provided an opportunity for individuals to meet one on one with them.
- Bridgette reported that she had been reviewing each program that Tourism is responsible for. The process is starting for a complete overhaul of the TravelKS.com website which will take about nine months to complete.
- Kelli Hillard will be focusing her time on industry relations and development. She will be attending the six tourism regions meetings and developing ways to enhance educational opportunities within the regions. Bridgette has also instituted a Regional Roundtable where representatives from each of the regions will meet 2-3 times per year to provide feedback and input into the Tourism division programs.

Council Industry Members updates

- Ken Corbett, Kansas Sport Hunting Association- Hunting in America provides a \$38.3 billion economic impact in 2011
- Suzan Barnes, Travel Industry Association of KS- The tourism conference was a success. There were great guest speakers and breakout sessions. Destination Statehouse is February 5, 2020
- Susie Coleman, Petroleum Marketing Association- October 2020 all MPD must accept chip reader
- Kansas Restaurant & Hospitality Association-Lodging – Suzan Barnes announced that this seat is currently open, Bridgette is working with KRHA to fill the seat.
- Kansas Restaurant & Hospitality Association- Restaurants- Suzan Barnes announced that Chuck Magerl, Free State Brewery has been appointed by the Governor as the KRHA- restaurants council member. Chuck will be at the next meeting.

Ex-Officio Reports

- Mary Madden, Kansas Historical Society- February 2020 marks the 100th Anniversary, giving women the right to vote. 2023 there will be a new gallery opening in the Capitol Building. 2021 marks the 200th anniversary of the opening of the Santa Fe Trail.
- Alex Rice, Kansas Dept of Commerce- Fresh look into marketing. Looking forward to Commerce & Tourism working together.
- Jeanny Sharp, Kansas Dept of Transportation- Rolling pipeline of projects (Program Forward & New Cost Share program).

Suzan Barnes announced the next meeting date is March 6, 2020, 9:00 AM to 12:00 PM. The location will be announced later. Future meeting dates are June 5, 2020, September 4, 2020 and December 4, 2020.

There was a motion to adjourn by Suzan Barnes, Ken Corbet seconded. Passed Unanimously.
The meeting was adjourned.