

Minutes  
Governor's Council on Travel and Tourism  
Curtis State Office Bldg. 1000 SW Jackson St., Topeka, KS  
March 1, 2019

Members present: Susie Coleman, Ken Corbet, Mary Madden, Kate Goad, Diane Robinson, Jan Kessinger, Suzan Barnes, Bridgette Jobe, Shannon Francis, Mary Ware, Jason Probst, Julia Lynn

Staff present: Kelli Hilliard, Brad Loveless, Logan Hildebrand, Colby Terry, Michael Pearce, Andrea Etzel,  
Invited guests present: Marlee Carpenter, Michael Peterson, Alissa Menke and Jennifer Anderson

Chairperson Bridgette Jobe called the meeting to order at 10:04 AM.  
Council members introduced themselves.

Suzan Barnes moved to accept minutes from our last meeting – Kate Goad seconded – motion passed.

There was no one signed up for the first public comment session.

Marlee Carpenter with TIAK presented a legislative update. She highlighted bills that are particularly interesting to KDWPT. Ken Corbet and Julia Lynn added comments about specific bills. Discussion followed.

Secretary Brad Loveless spoke about his goals and vision for KDWPT and stated that he will be hiring a Director of Tourism. He also will focus on encouraging collaboration between KDWPT and other state agencies.

Kelli Hilliard, Alissa Menke and Jennifer Anderson shared the results of the recent stakeholder survey. Discussion and questions followed. Town Hall meetings will be the next step.

Bridgette Jobe led a brainstorming session on the council's vision for the future. Bridgette spoke on the statutes about our council and the importance of filling current vacancies. Suzan Barnes stated that the strategic plan for tourism is important to move tourism forward in Kansas and should be part of this council's agenda. There was discussion about compiling data on visitors coming to Kansas.

The council broke for a short lunch break.

Public Comment – Jim Ogle from Freedom's Frontier update. He spoke about the Kansas African American History Trail launch and an update on signage for the Freedom's Frontier area.  
There was some discussion on the need for improved tourism signage in Kansas.

The council discussed the internet sales and use tax – SB 22. There was some discussion about crafting a memo from this council on what impact this bill may have on tourism. It was agreed that we not send a memo, but would continue to monitor the bill

Colby Terry provided an update on the Arrivalist program, a program that tracks visitors to Kansas. There was discussion on the valuable information this type of program provides. Additional components to Arrivalist that could assist in better research but are not within the current budget constraints.

Suzan Barnes gave an update on TIAK activities. She shared that Destination Statehouse was a success and that planning had already started for next year. She shared the Kansas State Fair will have a specific weekend focused on Kansas tourism. She also reminded everyone that the Kansas Tourism conference, a partnership between KDWPT and TIAK will be held October 21-23, 2019 in Mulvane.

Susie Coleman gave an update on the Petroleum industry.

Suzan Barnes suggested we look at a state lottery ticket as a possible means of tourism revenue.

Kelli Hilliard provided an update KDWPT. She talked about the KAYS (Kansas At Your Service) program. She also reminded everyone that National Tourism Week is the first week of May.

The next meeting will be June 7, 2019

The meeting was adjourned.

Respectfully submitted,

Connie Hartford  
Kansas Dept of Wildlife, Parks and Tourism