

GCTT Minutes – December 7, 2018 Curtis State Office Building – 1000 SW Jackson St, Topeks, KS
5th Floor – Board of Regents Conference Room

Chairperson Bridgette Jobe called the meeting to order at 10:07 AM

Council present were: Bud Estes, Suzan Barnes, Bridgette Jobe, Adam Lusker, Susie Coleman, Ken Corbet, Mary Madden, Shonda Atwater

Staff Present Andrea Etzel, Colby Terry, Logan Hildebrand, Sue Stringer, Kelli Hilliard, Linda Craghead and Connie Hartford

Public present were: Eric Nichol, Scott Shields and Jim Ogle

Introductions were made.

Public Comments:

Jim Ogle spoke about Highway Signage around and for the Frontier Military Heritage area.

Linda Craghead explained the transitional notebook and hot it should make the job of the new Secretary much easier. She also passed out just the tourism budget and explained same.

Eisenhower Library sent a report but were unable to send anyone to attend.

Shonda spoke about the importance of the Eisenhower Presidential Library opening. She shared some of the Eisenhower family will be there for a week.

Eric spoke about Highway Signage. He spoke about signing principals and policies. Rep. Lusker asked specific questions about 'billboard' signage and the policies to approve such signage and how to appeal if not approved.

Sue Stringer /Scott Shields spoke about the status of the Kansas Byways Interpretation Project. She shared several pictures of kiosks and interpretative boards. Scott gave a little history about how the Byway program came to pass.

Andrea Etzel spoke on Travel Guide unveiling. She discussed the cover which is to be Little Jerusalem, & Eisenhower features. Covered plans moving forward; FY 2020 marketing plan. Andrea highlighted the economic impact and comments from survey takers.

Kelli spoke about the 2019 Content marketing themes and influencers. We have already contacted several of those people, so we can help one another. 2020 content is complete as well. She also spoke about the marketing co-op books with options of free/low cost/shared costs for marketing the smaller locals. Listing with the most information will rise to the top of the searches.

Colby gave a brief overview of the Economic Impact Study Report. She pointed out several different categories of visitors and how the numbers have risen.

Rep. Lusker gave a report on the Legislators and stakeholders and appointed members. This was a KDOT Joint Task Force Report. These are projected transportation projects and issues. Several major highway improvements are moving forward. He spoke about the importance of infrastructure and how we need to invest in forms of transportation to help promote generate economic growth. A state funding source is desperately needed. The task force believes Kansas must invest in transit, rail, aviation and bicycle/pedestrian paths to provide quality transportation system that serves all Kansans. Adam believes we need to present what our transportation needs are and find the funding a little later. Adam entertained questions and there was discussion.

Meeting adjourned

Next meeting is scheduled for March 1, 2019

Respectfully submitted,

Connie Hartford