Council on Travel and Tourism  
Board of Regents – 5th Floor, Curtis State Office Building – 1000 SW Jackson Street  
Friday, March 2, 2017  
10:00am-3:00pm

**AGENDA**

Meeting will begin promptly at 10:00. Lunch will be provided at noon.

1. Call to Order – Introductions  
   Bridgette Jobe
2. Approval of Minutes  
   Bridgette Jobe
3. Amusement Park Ride Act, review & update of activity post letter of request to the Legislative body  
   Senator Bud Estes
4. Agri-Tourism Legislative Action Update  
   Representative Corbet
5. STAR Bond Legislation Update  
   Senator Lynn
6. Flint Hills Trail Initiative (10:15)  
   a. Jeff Bender – KS State Parks Regional Supv.  
   b. Trent McCown – Prairie Spirit Trail Park Mgr.
7. Tourism’s Digital Marketing/Tracking Initiatives (10:45)  
   a. Jones Huyett Partners  
   b. Arrivalist – Cree Lawson
8. Lunch
9. Key Metrics Review  
   a. Sales Tax Report  
   b. Transient Guest Tax Report  
   c. STR Report  
   d. Stakeholder Survey
10. American Royal Initiative Report & Update (1:30)  
    a. Secretary Jackie McClaskey
11. Industry/Legislative Reports  
    a. Chair’s Topic – Tourism Funding Strategy & National Tourism Week Celebration  
    b. Sport Hunting Association  
    c. Tourism Industry Association of KS  
    d. KS Bed & Breakfast Association  
    e. KS Museum Association  
    f. Fuel Marketing Association  
    g. Restaurant & Hospitality  
    h. Legislators  
    i. Staff – Kelli to report on NYC PR initiative
12. Call To Action/Review  
    a. Recap Topics of Presentations – Assign action  
       1. FH Trail
2. Digital Marketing/Tracking Initiatives
3. American Royal

Next Meetings & Requested Topics:

June 1st – Kansas State Historical Society
September 7th –
October 22nd – 24th – Tourism Conference – Junction City
December 7th –