

GCTT meeting June 1, 2018
Curtis State Office Building
1000 S Jackson St
Topeka, KS 66612

Members Present: Senator Bud Estes, Susie Coleman, Representative Jan Kessinger, Jan Stevens, Bridgette Jobe, Shelia Lampe, Lynda Fort, Representative Adam Lusker, Representative Ken Corbet, Sarah Garten

Members Absent: Jennifer Haugh, Rep. Shannon Francis, Suzan Barnes, Julia Lynn, Tom Holland

Staff & Public Present: Linda Craghead Andrea Etzel, Sue Stringer, Colby Terry, Michael Pearce, Emily G. (intern) and Connie Hartford; Larry McElwain, Paul Bahnmaier, Keith Noe, Elizabeth Winter, Martha Faslay, E. Middleton, Donna Koepp, Deb Powell, Carol Noe, Jim Ogle, Mary Madden, Sandy Jacquoti, Karen McDonald, Suzanne and Steven Germes, Ken Selzer, Steven Newak

Bridgette called to order at 10:02AM followed by introductions of the Board Members.

Approval of June 1, 2018 GCTT Minutes – Motion to approve from Adam Lusker, seconded by Shelia Lampe. Motion passed.

Marlee Carpenter, the executive director of TIAK provided an update in the absence of the GCTT TIAK representative, Suzan Barnes. She shared Junction City is the location for the annual Kansas Tourism conference this year and is scheduled for Oct 21 thru 24. Marlee gave a brief report about legislation followed by TIAK this year. SB 331 – The Deposit of monies to the State Fair fund passed. California has placed a state ban on state funded travel to Kansas due to unintended consequences of perceived discriminatory Kansas legislation. Kansas communities have reported loss of business for Kansas as a result. Changes were made in the amusement park ride act to fine tune the legislation.

Stacey Barnes from Greensburg talked about the Big Kansas Road Trip. May 3 – 6. Kansas Sampler Foundation was a co host. This event was a cooperation with Barber, Comanche & Kiowa counties. She shared there were increased sales for most of the participating businesses including a lemonade stand! Next year the event will be in Cheyenne, Sherman and Wallace counties, and is scheduled for May 2-5, 2019. Ken Corbet asked if this will be an annual event in the first three counties. It is a possibility but probably not with the KSF support as they will want to move around the state. Several board members thanked Stacey and Andi and all involved for their hard work and the premier roll out of the BKRT.

Public Comment was opened.

Larry McElwain from Lecompton is President and CEO of Lawrence Chamber of Commerce. He shared the chamber grant procedure to areas around Lawrence. He is especially proud of what Lecompton does and how they know their history. Some of the Lecompton re-enactors came in costume and shared Lecompton history James Denver spoke (Paul Bahnmaier) on his vision about tourism. He listed site after site and said the legislation should always support our great state and its tourism division. All our wonderful historical sites belong to us, the citizens of Kansas. This was from the 1860 era.

Keith Noe came as a historical Kansas Senator, he read a short poem about Constitution Hall in Lecompton.

Jim Ogle, Executive Director for Freedoms Frontier Heritage Area, spoke about the importance for Kansans, especially in our smaller towns and communities, to show and share our Kansas pride. He also said Lecompton absolutely embraces our true Kansas history. He also shared money is needed to keep historical sites open and available to people, so we can continue to build our pride and encourage people at each site to grow a relationship with their own communities. Ken Corbet suggested a small template (the same for each town) showing the history for each small community and its history. Sandy Jacquoti – Mayor of Lecompton advised Kansas has approximately 625 incorporated cities. She pleaded with our board encourage full funding and staffing at our historical and other sites. Nearly 9,000 people on motor coach tours and walk ins visit Lecompton’s Constitution Hall each year. Ken Selzer, insurance commissioner, is in strong support of historical sites in Kansas and especially in Lecompton. He also spoke about a comprehensive and authoritative book about the Chisholm Trail. He believes public/private partnerships are a great way to sell our state and increase tourism dollars. Paul Bahnmeier spoke about his concerns with historical sites and how they are marketed by the Kansas Historical Society. He does not believe they are being promoted properly. He does not believe Kansas Historical society promotes our state in a proper way and says the KHS promotes Topeka more than Kansas as a whole.

Mary Madden made a presentation on the responsibilities and activities of the Kansas Historical Society. The staff has dwindled over the years to about half the original size. Information, history, education and preservation are all top of the list for what our historical society does. They try hard to maintain and develop private/public partnerships. The Museum has been open for about 30 years. She reviewed sites other than the museum in Topeka and spoke on funding issues. Kansas Historical Society would like to determine a way to better educate all people about the resources offered by the historical society.

The council broke for lunch.

The meeting was reconvened at 1:00

Dawn Hammatt and Meredith Sleichter gave a report on the Eisenhower Library which was voted best museum attraction in 2017. She shared how much Eisenhower was devoted to Abilene and to the state of Kansas. Meredith gave a report on the funding for the presidential library and museum renovation. To date they have raised 90% of the need to fund the museum updates and renovations. All of this has been raised by private citizens of Kansas.

Linda gave her key metric review for tourism. Sales tax revenue from the tourism industry continues to rise. County transient guest taxes collections are up over 20% from last year and city is up 39%. STR reports a little down tick for the occupancy rate. Average daily rate continues to be above last year’s numbers. The stakeholders survey has been sent out to the general industry. Linda encouraged everyone to sign up to receive our newsletter. She reported on the New York Media Event. She also gave a small report on the IPW – international pow wow. The scheduled appointments were every 20 min and very, very busy!! We shared itineraries with international brokers. . The way transient guest tax is collected and dispersed is mostly decided on locally. Transient guest taxes continue to be an issue as well as a source for funding for other projects within communities.

Rep. Ken Corbet gave a sport hunting report and said good legislation has passed to extend the season for controlled shooting areas (hunting lodges). He shared information about bird flu and other diseases that may affect our spring turkey population.

Lynda reported on the KS B&B Association. There are a few new B&B's. She shared her Board of Directors has become a little more aggressive with marketing dollars.

Susie Coleman gave her fuel marketing report. She shared a map of the states and their fuel taxes. They expect a 6% increase in driving this summer due to vacations and etc. Semi truck manufacturing is up by 76 %.

Senator Bud Estes inquired about who receives transient guest tax funds besides CVB's and other designated tourism marketing organizations and for what purpose. He suggested asking the attorney general to rule on the intended use or potentially change legislation. The council discussed pros and cons.

Bridgette suggested that in light of some of the concerns brought up today that we request the KSHS director to present our our next Council meeting.

Ken moved and Susie seconded to adjourn meeting. 2:20pm

Respectfully submitted,

Connie Hartford
Kansas Tourism