

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) KDWPT
 - 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) KDWPT
 - a. Jones Huyett Partners
 - b. Arrivalist – Cree Lawson
8. Lunch
9. Key Metrics Review KDWPT
 - a. Sales Tax Report
 - b. Transient Guest Tax Report
 - c. STR Report
 - d. Stakeholder Survey
10. American Royal Initiative Report & Update (1:30) KDA
 - 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 Bridgette Jobe
 - 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 -