

Approved: March 5, 2012

(Date)

MINUTES OF THE HOUSE VISION 2020 COMMITTEE

The meeting was called to order by Chairperson Tom Sloan at 3:30 PM on Wednesday, February 8, 2012 in 144-S of the Capitol.

All members were present except:

Don Hineman

Michael Peterson

Committee staff present:

Mary Koles, Committee Assistant

Jay Hall, Legislative Research Department

Matt Sterling, Office of the Revisor of Statutes

Conferees appearing before the Committee:

Linda Craghead, Kansas Parks and Tourism

Becky Blake, Kansas Travel and Tourism

Richard Smalley, Kansas Travel and Tourism

Others in attendance:

See attached list.

Chairman Sloan welcomed and introduced Linda Craghead, Assistant Secretary of Parks and Tourism, Department of Wildlife, Parks and Tourism, to the committee.

Assistant Secretary Linda Craghead said Kansas' twenty-six (26) state parks have been operating in survival mode for a number of years. She discussed the developing state park plan. The plan includes a Park Pass program: register your car and purchase a Park Pass at the same time, all fees will return to the state park fund. She mentioned four dates when our state parks are overflowing: Memorial Day, Father's Day, and Labor Day weekends and July 4th. She called attention to the rental cabins at many of our parks/lakes that are available all year.

Ms. Craghead introduced Becky Blake, Director of the Travel and Tourism Division. Director Blake reviewed her Division's guiding principles and goals; the primary goal is "to get more people to spend more time and more money" in Kansas. She also discussed marketing the Kansas product (arts, culture, heritage, history, nature, and discovery venues) to our core audience (age 50.9 years, household income \$79K, 36% with children in the household, and 86% homeowners) utilizing an integrated media mix. Public relations events, a Kansas/Oklahoma International Cooperative program, signage, byways and targeted markets were mentioned.

Unless specifically noted, the individual remarks recorded herein have not been transcribed verbatim. Individual remarks as reported herein have not been submitted to the individuals appearing before the committee for editing or corrections.

CONTINUATION SHEET

Minutes of the HOUSE VISION 2020 Committee at 3:30 PM on Wednesday, February 8, in 144-S of the Capitol.

Funding, revenue and expenditures were examined along with comments describing what visitors mean to Kansas' economy today and could mean to our economy tomorrow (Attachment 1).

Richard Smalley, Marketing Manager, Kansas Travel and Tourism Division, described the marketing program, particularly the costs. Advertising, he explained, operates on the premise that the more you buy the cost per ad goes down. He discussed advertising and provided examples of rates for each media type (print, television and digital/social) and the negotiated rate as well as the number of viewers/readers reached by specific examples (Attachment 2).

Following the presentations, Chairman Sloan and Representatives Barbara Bollier, Vern Swanson, and Ron Worley asked questions, offered comments and participated in discussions with one another and the conferees.

Chairman Sloan thanked today's conferees for their presentations.

The next meeting is scheduled for Monday, February 13, 2012.

The meeting adjourned at 4:45 p.m.