

MINUTES OF THE HOUSE TOURISM COMMITTEE.

The meeting was called to order by Chairperson Barbara P. Allen at 1:30 p.m. on January 14, 1998 in Room 522-S-of the Capitol.

All members were present except: Representative O'Neal - excused
Representative Shriver - excused
Representative Presta - excused
Representative Adkins - excused

Committee staff present: Tom Severn, Legislative Research Department
Mark Burenheide, Legislative Research Department
Renaë Jefferies, Revisor of Statutes
Nancy Kirkwood, Committee Secretary

Conferees appearing before the committee: Norine Kruse, Tourism Director, Kansas Department of Commerce and Housing
Jana Jordan, Chairperson, Kansas Tourism Council
Doug Young, Young, Nichols, Gilstrap, Inc

Others attending: See attached list

Chairperson Allen opened the committee meeting welcoming the members back. Chairperson Allen introduced the research staff and the committee secretary.

The Chair stated the committee meeting is being dedicated to a presentation from Young, Nichols, Gilstrap, Inc. In the 1997 Session the legislature appropriated \$75,000 to hire a firm to do a study of tourism in Kansas. Doug Young is here today to give us a distinct version of the report done by Young, Nichols, Gilstrap.

Chairperson Allen recognized Norine Kruse, Tourism Director, Kansas Department of Commerce and Housing. Ms Kruse introduced Jana Jordan, Chairperson, Kansas Tourism Council to the committee. Ms Jordan stated one of the main items the council worked on was to get the study off the ground and get the project completed. The Council hired a consulting firm, Young, Nichols, Gilstrap. Doug Young gave a report to the council on December 18, 1997, in Lenexa. At that time the council voted to support the content of the study and the next step is to present it to your committee.

Doug Young, Young, Nichols, Gilstrap, Inc., gave a preliminary report and a slide presentation on Tourism Strategy for Kansas; developing a long term strategy for enhancing tourism-related economic development. Young, Nichols, Gilstrap, Inc., was directed to provide an objective assessment of the current tourism environment and to follow a detailed scope of work outlined by the Kansas Tourism Division (**Attachment on file with Legislative Research Department**). Doug stated scheduled delivery of the full report would be available in March 1998.

Chairperson Allen informed the committee there would be no meeting tomorrow, Thursday, January 15. The committee would, however, be meeting next Tuesday and Wednesday, January 20 - 21, to hear the development of a NASCAR motor speedway.

Chairperson Allen adjourned the meeting at 2:40 p.m.

HOUSE TOURISM COMMITTEE GUEST LIST

DATE: January 14, 1998.

NAME	REPRESENTING
DICK CARTER JR	TIAR
Alex A. Kobyanitz	Lobbyist Junction City, Ks. Convention & Visitor Bureau
Judy Connors	Exploration Plan, Wichita
Phil Fitch	" "
Sherry Brown	KDOC & H
Matt Brisch	KDOC & H
Suzanne Nubeth Gohmert	RSC. CVB
Jim Moss	Seneca CVB / TIAR.
Becky Blake	TIAR / Manhattan CVB
Hilly Davis	intern for Ellen Samuelson
Norine Kruse	KDOC & H, Tourism
Denise Kaelin	TIAR / Liberal CVB
Stacey Herman	KDOC & H, TOURISM
Mary Lou McPhail	" "
Melissa Wilson	" "