

MINUTES OF THE HOUSE COMMITTEE ON TOURISM AND PARKS

The meeting was called to order by Chairperson Becky Hutchins at 3:30 p.m. on January 27, 2003 in Room 243-N of the Capitol.

All members were present except: Clark Shultz - excused

Committee staff present: Mary Torrence, Revisor of Statutes' Office  
Hank Avila, Legislative Research Department  
Russell Mills, Legislative Research Department  
Sarah Samuelson, Committee Secretary

Conferees appearing before the committee:

Marion Cott, Executive Director, Kansas Humanities Council  
Julie Mulvihill, Director of Programs, Kansas Humanities Council  
Judy Billings, Director of Convention and Visitors' Bureau, Lawrence  
Dave Wilson, Executive Director, Kansas Arts Commission  
Ann Evans, Executive Director, Lawrence Arts Center

Others attending: see attached list

Chairperson Hutchins asked for bill introductions from committee members. Rep. Beggs requested that **HB 2414** from last session be re-introduced. This bill would establish a Kansas Tourism Advertising Fund (KTAF). The KTAF would be used to finance advertising Kansas tourism opportunities to potential tourists within and outside Kansas. The bill provides a mechanism for revenues to be transferred from the State General Fund to the KTAF. The Secretary of Revenue would determine the total amount of Kansas income and sales taxes paid by certain classifications of businesses, such as hotels, restaurants, and parks. This data would be used to determine the amount by which tax revenues increased between two consecutive years. At that point, 50.0 percent of the increase in excess of 3.0 percent over the previous taxable year would be annually transferred from the State General Fund to the KTAF.

The bill was introduced as requested, without objection from the committee members.

Chairperson Hutchins asked for bill requests from the gallery. Ron Hein, representing the Kansas Restaurant and Hospitality Association, requested a bill revising Statute 74-9001 to update the terminology in the election process for the state Council on Travel and Tourism (Attachment 1).

Representative Beggs inquired whether this bill would change the existing membership. Mr. Hein answered in the negative; the bill is merely a change in wording to reflect current realities.

Representative Peterson asked whether the name of the Council would be changed. Mr. Hein replied that it would not; only the nominating entities for individual members of the Council.

Chairperson Hutchins commented that this bill was noncontroversial, simply reflecting the true names of the nominating entities.

## CONTINUATION SHEET

MINUTES OF THE HOUSE COMMITTEE ON TOURISM, PARKS, AND RECREATION at 3:30 p.m. on January 27, 2003 in Room 243-S of the Capitol.

The bill was introduced as requested, without objection from the committee members.

Marion Cott, Executive Director of the Kansas Humanities Council, gave an informational hearing (Attachment 2) on the Kansas Sesquicentennial, with particular attention to the event "Bleeding Kansas: Where the Civil War Began," a Kansas Chautauqua. This monthlong event is planned for June 2004, and will be hosted for one week each by Junction City, Colby, Fort Scott, and Lawrence.

Judy Billings, Director of Convention and Visitors' Bureau in Lawrence, gave an informational hearing (Attachment 3) on the Sesquicentennial celebrations, especially "Bleeding Kansas." She emphasized the growing popularity of heritage tourism, and the potential of this event to attract many tourists to Kansas.

Julie Mulvihill, Director of Programs of the Kansas Humanities Council, gave an informational hearing on the impact of hosting a traveling Smithsonian exhibit in Kansas. She reported the results of hosting "Yesterday's Tomorrows" in 2002 (Attachment 4). She introduced the next such exhibit planned, "Produce for Victory," which will come to Kansas in 2004 (Attachment 5).

Dave Wilson, Executive Director of the Kansas Arts Commission, addressed the committee. He introduced the goals and strategies of the Kansas Arts Commission. He described its programs and activities (Attachment 6) and showed the economic impact of nonprofit arts on a community (Attachment 7).

Ann Evans, Executive Director of the Lawrence Arts Center, gave an informational hearing on the value of the Lawrence Arts Center. This is a loosely-structured organization comprising between 30 and 40 arts organizations in Lawrence, along with the Visitors' Bureau in Lawrence. She advocated the excellent cooperation that the Arts Center has with the Visitors' Bureau, saying that such a partnership is beneficial to both parties. For example, they collaborate on advertising, on art shows, and on the Lawrence Sesquicentennial celebration. Recently, the Center participated in a national study examining the economic contributions of arts programs to the city.

Representative Hayzlett asked Mr. Wilson about the source of the statistic he had given that 87% of people approve of increased arts funding. Mr. Wilson replied that it was from a telephone survey, with a demographically representative sample of 500 households. Representative Hayzlett suggested that a survey be conducted regarding attitudes toward fee increases.

Chairperson Hutchins asked when the Lawrence Sesquicentennial would take place. Ms. Evans replied that it would begin in the spring of 2004, and that the main event would take place September 18, 2004.

Representative Merrick questioned the significance of Kansas' 42<sup>nd</sup>-place ranking in arts funding, remarking that Kansas is not as populous as many other states. Mr. Wilson replied that the ranking is based on per capita funding, so it takes population differences into account.

Representative Peterson requested clarification of an apparent disparity between statistics given. Mr. Wilson replied that the differing statistics reflected different questions.

CONTINUATION SHEET

MINUTES OF THE HOUSE COMMITTEE ON TOURISM, PARKS, AND RECREATION at 3:30 p.m. on January 27, 2003 in Room 243-S of the Capitol.

Chairperson Hutchins commended the presenters, and the organizations they represent, for the partnership and cooperation they exhibit.

The minutes from January 22, 2003 were distributed and approved without amendment.

Chairperson Becky Hutchins adjourned the meeting at 4:40 p.m.

The next meeting is scheduled for January 29, 2003.