

Approved: 3/7/05 Date

MINUTES OF THE HOUSE WILDLIFE, PARKS AND TOURISM COMMITTEE

The meeting was called to order by Vice-Chairperson Judy Morrison at 3:30 P.M. on March 2, 2005 in Room 241-N of the Capitol.

All members were present except:

- Representative Don Myers- excused
- Representative Broderick Henderson- excused
- Representative Margaret Long- excused
- Representative L. Candy Ruff- excused

Committee staff present:

- Hank Avila, Kansas Legislative Research
- Dennis Hodgins, Kansas Legislative Research
- Lisa Montgomery, Revisor of Statutes Office
- Betty Caruthers, Committee Secretary

Conferees appearing before the committee:

- Scott Allegrucci, Director, Division of Travel and Tourism, Department of Commerce

Others attending:

- See attached list.

Moved by Representative Ohara, seconded by Representative Beamer for approval of Minutes of the House Committee on Wildlife, Parks and Tourism held on February 21, 2005 be approved.

Motion carried.

Vice-Chair Morrison recognized Scott Allegrucci to present an overview of the activities of the Division of Travel and Tourism Development. (Attachment 1)

Six priorities of the division were presented which include:

1. Brand Image
2. Research/Market Intelligence
3. Product Development
4. Communication
5. Internet Development
6. Accountability

Important values for Kansas Tourism success were noted as:

1. Cooperation
2. Sustainability
3. Accountability
4. Quality

The mission of the Kansas Department of Commerce was noted to be “to empower communities and businesses through bold leadership using strategic resources to realize prosperity in Kansas.”

Vice-Chair Morrison adjourned the Committee at 4:35.

Next meeting scheduled for Monday, March 7.