

MINUTES OF THE SENATE COMMERCE COMMITTEE

The meeting was called to order by Chairperson Nick Jordan at 8:30 A.M. on January 25, 2007 in Room 123-S of the Capitol.

All members were present.

Committee staff present:

Kathie Sparks, Kansas Legislative Research Department

Norm Furse, Revisor of Statutes

Jackie Lunn, Committee Assistant

Conferees appearing before the committee:

Dick Carter, Jr.

Others attending:

See attached list.

Chairperson Jordan announced to the Committee that they had a bill introduction and recognized Senator Barownlee. Senator Brownlee made a motion to introduce a bill regarding debt management for the state. Senator Barone seconded. Motion carried.

Senator Emler made a motion to introduce a bill on prompt pay regarding the public sector. Senator Reitz seconded. Motion carried.

Chairperson Jordan introduced Mr. Dick Carter, Jr. to give a power point presentation on the Kansas Tourism Initiative (KTI). (Attachment 1)Mr. Carter stated KTI had been created to research and manage the preparation of a comprehensive plan that will envision the full potential of the Kansas tourism industry statewide, including tourism product message and return on investment. They will operate as an empowered cooperative effort setting strategies and goals, allocating resources, evaluating plans and programs with the intent of creating a mechanism to maximize the economic benefits of the Kansas tourism industry. He stated they have created a KTI Taskforce and a Core Committee to begin research, inventory and evaluation of Kansas tourism product. They plan to begin the creation of the KTI final plan this summer and draft legislation incorporating that plan to bring to the Legislature in the 2008 session.

In closing, KTI is the force behind the development and implementation of a nationally recognized strategic plan to promote the Kansas tourism industry and ultimately improve the quality of life for every Kansas. KTI will replace statewide interdependency with statewide integration creating collaboration and cooperation among all Kansas industries and geographic regions.

Questions and answers followed.

Chairperson Jordan introduced Judy Billings who gave an update on Freedom's Frontier.

Chairperson Jordan introduced Becky Blake from the Department of Commerce. Ms. Blake stated that National Geographic Magazine will be having a several page article in the next issue on the Flint Hills of Kansas.

Questions and answers followed.

Chairperson Jordan recognized Senator Brownlee who announced that the Committee would be going on a field trip to Innovia and Heartland Park next Friday, February 2nd; the stated they would leave the Statehouse at 8:30 a.m. and be back to the Statehouse by 10:30 a.m.

Chairperson Jordan adjourned the meeting at 9:20 a.m. with the next meeting scheduled for tomorrow, Friday, January 26,2007 at 8:30 a.m. in room 123S.

CONTINUATION SHEET

MINUTES OF THE Senate Commerce Committee at 8:30 A.M. on January 24, 2007 in Room 123-S of the Capitol.