

MINUTES OF THE HOUSE ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

The meeting was called to order by Chairman Lana Gordon at 3:30 P.M. on January 23, 2008 in Room 519-S of the Capitol.

All members were present except:

Ron Worley- excused

Committee staff present:

Kathie Sparks, Kansas Legislative Services

Ryan Hoffman, Kansas Legislative Services

Jason Long, Office of the Revisor of Statutes

Matt Todd, Office of the Revisor of Statutes

Ann Deitcher, Committee Assistant

Conferees appearing before the committee:

Caleb Asher, Dept. of Commerce

Becky Blake, Dept. of Commerce

A power point presentation was given by Becky Blake of the Commerce Department's Travel and Tourism Division. (Attachment 1).

Listed as the agency's key priorities for 2008 were marketing, product development, education/communication and research.

Ms Blake told the Committee that their budget for FY 08 was 4.121 million while that of FY 07 was 4.365.

She spoke of the 29 Kansas counties that were tied into Civil War history and the effort to incorporate this into an advertising promotion and of their partnership with the state Department of Transportation to install gateway monument signs along I-70 and I-35.

Questions and answers followed.

Caleb Asher showed promotional TV spots and the difference in the ads presently running to the upcoming ones. He explained those that ran during the Orange Bowl game in which Kansas University's football team participated, saying how they'd looked into certain markets hoping to target former Kansas now residing there.

Questions and answer followed.

The meeting was adjourned at 4:50 p.m. The next meeting is scheduled for Thursday, January 24, 2008.