

MEETING REPORT

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|---|--|------|--|-----------------|-----|------------------|-----|--|---|---------------|----------------|-----------|--|------------|--|-------------|------------|-----------|-----------|
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Meeting Location:</td> <td>MARC</td> </tr> <tr> <td></td> <td>Kansas City, MO</td> </tr> <tr> <td>To:</td> <td>Partnership Team</td> </tr> <tr> <td>By:</td> <td>Cheryl Hargrove, Planning Team Becky Blake, Kansas Tourism Bob Smith, Missouri Tourism</td> </tr> </table> | Meeting Location: | MARC | | Kansas City, MO | To: | Partnership Team | By: | Cheryl Hargrove, Planning Team Becky Blake, Kansas Tourism Bob Smith, Missouri Tourism | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Meeting Date:</td> <td>April 10, 2008</td> </tr> <tr> <td>Task No.:</td> <td></td> </tr> <tr> <td>Phase No.:</td> <td></td> </tr> <tr> <td>Start Time:</td> <td>10:00 a.m.</td> </tr> <tr> <td>End Time:</td> <td>1:00 p.m.</td> </tr> </table> | Meeting Date: | April 10, 2008 | Task No.: | | Phase No.: | | Start Time: | 10:00 a.m. | End Time: | 1:00 p.m. |
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| Attendees: | Attendees: | | | | | | | | | | | | | | | | | | |

This report, if not modified within seven (7) days after receipt by the Freedom's Frontier National Heritage Area Steering Committee, shall be acknowledged as an accurate report of the events that took place at this meeting.

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| Meeting Context: | General Management Plan, Phase 1, FFNHA Assets & Role in Tourism |
| Meeting Purpose/ Intended Results: | Overview of Tourism Trends and Opportunities (nationally, state, regionally) Provide update on FFNHA Tourism Activities (Visitor Readiness, Tours) Define roles (current and potential) of FFNHA in tourism (development, management, marketing) |

Meeting Notes: After a presentation by Judy Billings on the draft vision and mission (foundation statement posted on FFNHA website), the large group was invited to provide comment about the process and proposed statements.

The April partnership team meeting then began a discussion by key leaders in the tourism industry. Cheryl Hargrove, a member of the FFNHA Management Planning Team and former Associate Director of National Geographic's Center for Sustainable Destinations and first Director of Heritage Tourism for National Trust for Historic Preservation, provided an overview of global trends and opportunities in sustainable tourism and heritage development. The PPT presentation was followed by presentations by Becky Blake, Director of the Kansas Travel & Tourism Division, Department of Commerce, and Bob Smith, Acting Director of the Missouri Division of Tourism. Both PPT presentations are now available on www.ffnha-hosting.org; Bob Smith referenced findings and statistics available in their state agencies annual report. Visit <http://industry.visitmo.com/> to download the PDF (click Research and Reports section, then Marketing Plans and Annual Reports for PDF of Annual Report FY07.)

Don Traub provided an update on the Tour Committee. The committee continues to work on several tours along major roadways within the heritage area. Janae Fuller followed with a progress report on the FFNHA Visitor Readiness database. 208 sites submitted their information, 171 from Kansas and 37 from Missouri. 68 full time, 22 part time, 12 seasonal, 94 points of interest and 13 emerging. The review team have visited 55 sites.

After the morning presentations, attendees were engaged in a facilitated discussion led by Cheryl Hargrove. The group was collectively invited to share comments and opinions centered around two key questions:

- 1) **Based on the vision and mission statements, and the information shared today, what is FFNHA's role in tourism?** Many of the participants see FFNHA as an advocate to help strengthen the awareness and value of historic sites, organizations in the region with key state and national organizations (including DOT, legislators, Comments also focused on the need for FFNHA to help ensure quality (of product development, interpretation, marketing) and also brand the region through a cohesive (signage) program, to eliminate borders and provide seamless activities, experiences.

- 2) **How will FFNHA measure successes in tourism in the next decade?** Increased economic impact to FFNHA communities, greater education of residents and visitors, and increased awareness of the value of the region's history, historic sites were the primary outcomes desired over the next 10 years. The meeting attendees recognized that to evaluate success, FFNHA needs a mechanism to collect and analyze data; several different tools and methods were discussed and debated (including blogs, tracking retail spending, visitation at sites, website usage, increase in budgets, media coverage, etc.)

A complete list of recorded comments is attached for reference, along with the committee reports and agenda.

Attendees:

| Last Name | First Name | Agency |
|----------------|------------|--|
| Allegrucci | Scott | The Far Shore LLC |
| Atwater | Grady | John Brown Museum State Historic Site |
| Banwart | Connie | Fort Scott |
| Barker | Deborah | Franklin Co. Historical Society |
| Billing | Judy | Lawrence Convention & Visitor Bureau |
| Bohl | Carol | Cass Co. Hist. Soc. |
| Clayton | Stephanie | Johnson County Museums |
| Collins | Cheryl | Riley County, KS |
| Coykendall | Jan | Humboldt |
| Craig | Jody | MARC |
| Crane | Karen | Merriam VB |
| Crites | Emma | Fredonia |
| Crowder | Glenda | City of Nevada |
| Dill | Pat | Doniphan Co. Hist. Soc. |
| Duffield | Monica | Johnson County Library |
| Ensign | Leslie | Jesse James Farm & Museum |
| Fuller | Janae | Battle of Lexington |
| Garton | Amy | Overland Park CVB |
| Gilliam Becker | Elizabeth | Jesse James Farm & Museum |
| Groves | Richard | Historic Downtown Liberty, Inc. |
| Hargrove | Cheryl | Management Team |
| Hatcher | Sally | Leavenworth Hist. Soc. |
| Helmer | Chris | City of Gladstone, MO |
| Johnson | Wayne | Miami County Historical Society |
| Kelly | Keyta | Leavenworth Co. |
| Lambert | Don | Kansas City |
| Lambertson | John Mark | Independence |
| LeBeau | Bryan | KCK Community College |
| Maimer | Ben | John Brown Museum State Historic Site |
| Marshall | Greta | |
| Mendez Smith | Freda | |
| Myers | Pam | Harry S. Truman Birthplace Historic Site, the Osage Indian Village Site and the Battle of Carthage Historic Site |
| Myrick | Tyrone | Kansas City CVA |
| Nave | Vicki | |
| Nichols | John | Miami County Historical Society |
| Nicol | Regina | Kansas Travel & Tourism |



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|-----------|---------|--|
| Prestwood | Rebecca | Jesse James Farm & Museum |
| Radil | Alexis | Mahaffie Stagecoach Stop and Farm |
| Ramsey | Terry | Bushwhacker Museum |
| Robertson | Eileen | Humboldt |
| Russell | Kay | |
| Simms | Lori | Missouri Tourism |
| Smith | Bob | Missouri Tourism |
| Stanton | Peggy | Doniphan Co. Hist. Soc. |
| Toll | Dennis | Manhattan Convention & Visitors Bureau |
| Traub | Don | Traub Design |
| Traub | Susan | Traub Design |
| Wagner | Jake | UMKC |
| White | Debbie | Lawrence Visitor Information Center |
| Yoho | Hollie | Woodson County Chamber of Commerce |