

HOUSE BUDGET REVIEW SUBCOMMITTEE ON ECONOMIC DEVELOPMENT, PUBLIC PROTECTION, TOURISM, AND ENERGY

Minutes of the 2nd Meeting of the 2025 Regular Session

February 12, 2025

Call to Order and Roll Call

The second meeting of the House Budget Review Subcommittee on Economic Development, Public Protection, Tourism, and Energy of the House Standing Committee on Appropriations and Revenue was held on February 12, 2025, at 12:00 PM in Room 171 of the Capitol Annex. Representative Shawn McPherson, Chair, called the meeting to order, and the secretary called the roll.

Present were:

Members: Representative Shawn McPherson Vice Chair; Representatives Josh Bray, Kim King, Matthew Lehman, Bill Wesley, and Susan Witten.

Guests: Melissa Brewer, Executive Director, Office of Finance, Tourism Arts and Heritage (TAH) Cabinet; Michael Mangeot, Commissioner, Department of Tourism, TAH Cabinet; Olivia Adkins, Marketing Director, Department of Parks; and, Russ Meyer, Commissioner, Department of Parks.

LRC Staff: Mariah Derringer-Lackey, Joseph Holt, Sara Rome, and Spring Emerson.

Approval of Minutes

Representative Witten moved to approve the minutes of the February 5, 2025 meeting. The motion was seconded by Representative King, and the minutes were approved without objection by voice vote.

Tourism, Arts, and Heritage Cabinet

Ms. Brewer and Mr. Mangeot presented information on the Tourism, Meeting, and Marketing Fund within the TAH Cabinet.

In response to questions from Representative King regarding marketing strategies, Mr. Mangeot said the map indicates places where marketing is being used for return visitors as well as developing the market further.

In response to questions from Representative Witten regarding market ads, Mr. Mangeot said immediate feedback is received from digital ads, and eighty percent of the marketing budget is spent out-of-state.

In response to a question from Representative Lehman regarding international markets, Mr. Mangeot said there had been some effects from the recent international trade situation, with some people canceling travel plans. Social media ads are very effective, and are closely monitored.

In response to a question from Vice Chair McPherson regarding tracking vacation rentals in Kentucky, Mr. Mangeot said hotels as well as short-term rentals are monitored.

Department of Parks

Commissioner Meyer presented information on the Capital Projects within the Department of Parks.

In response to a question from Representative Bray regarding project timelines, Mr. Meyer said two of the campground projects were very extensive and would not be completed until next year. Other projects are well under way and are moving fast.

In response to a question from Representative Bray regarding the four additional positions they had requested funding for, Mr. Meyer said those positions had been filled.

In response to a question from Vice Chair McPherson, Mr. Meyer said there had been price increases, and those are taken into consideration when deciding whether to rebuild or repair.

Adjournment

There being no further business before the subcommittee, the meeting was adjourned at 1:00 PM.