

TEAM TOURISM: PLAYING BALL WITH THE KANSAS LEGISLATURE

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Bright & Carpenter Consulting, Inc.

Kansas Tourism Conference 2017

THE GAME

How to Effectively Lobby

Discrimination & Religious Liberties

PRE-GAME PREP

- History of the Issue
 - CA travel ban on Kansas based on SB 175 (2015 student association affiliation)
 - "While the California DOJ works to protect the rights of all our people, discriminatory laws in any part of our country send all of us several steps back," Becerra said. "That's why when California said we would not tolerate discrimination against LGBTQ members of our community, we meant it."
 - The law bans state-funded or state-sponsored travel by employees of state agencies and departments as well as members of boards, authorities, and commissions.
 - Letter from National Optometrist Association indicating they will not host events in Kansas
 - Effort to bring attention to Discrimination and Equality
- Players
 - Working to resolve the ban through KDWPT, AG & others
 - DMO, local units of government, business and sports communities
- TIAK's Position:
 - As an industry for travelers, we do not support discrimination
 - Politics of the issue are complicated and difficult to maneuver in a conservative state
 - Advocacy Committee discussed a policy that emphasizes Kansas lawmakers focus on state visitors and not policies which discourage visitors

PLAYERS: WHO WILL ENGAGE ON THE ISSUE?

- Tourism
- ACLU
- Businesses & Chambers
- Sports Community
- Faith Community (Conservative)
- Faith Community (Other)
- Executive Branch
- Legislators

BUILDING YOUR TEAM: WHO IS ON OUR SIDE?

- KELC (KS Employers Liberty Coalition)
- Local Units of Government
- ACLU
- Higher Education
- Faith Community (Other)

SCOUTING: WHO ARE OUR OPPONENTS?

- Governor revoked Gov. Sebelius Executive Order protecting state works from gender discrimination and challenged the Legislature to create a protected class for them
- Religious Right would like conservative legislators to pass additional religious liberty protections
- Sect. Kobach issued requirement that birth certificate gender may not be changed on birth certificates unless it can be proven marked incorrectly at birth
- Legislators who are looking for election post card votes

WARM UP: READY FOR THE 2018 SESSION?

- Prepare information
 - Identify key legislators on the issue and develop relationship with local elected officials on the issue
 - Gather potential economic impact of travel bans on your community and Kansas
 - Prepare talking points on positions
- Build Statehouse Coalition
 - Coordinate common messaging
 - Share intel & gather potential vote count
- Activate Grassroot Networks
 - TIAK membership, travel and tourism community, sports & business community
 - Communicate regularly and encourage contacting legislators to share impact

POSITIONS: WHO COVERS WHAT BASES?

- Infield
 - Boots on the ground in the Statehouse working the issues daily and gathering votes
 - Marlee, Natalie, KELC, Chambers, Faith Community, ACLU
- Outfield
 - Advocates who educate and lobby on the issue, but behind the scenes to avoid attention
 - KDWP, Business Association, Large employers, Lawmakers, US Travel
- Dugout
 - Experts and those impacted directly by the issue... who can best our your story
 - DMO, CVB's and industry experts like BJ Harris, Susie Santos and Bridgette Jobe
- Managers
 - Advocates charged with managing the messaging and representing the issue
 - Linda, Natalie, and Marlee
- Fans
 - Grassroots network—TIAK Members & tourism community messaging in their communities and to state policy makers

PLAY BALL

2018 Session Begins January 8, 2018

BATTER UP: LET THE GAME BEGIN!

- Monitor any activity on legislation from 2017 Session:
 - SB 139-Exercise of religious freedom by postsecondary student associations; repealed (Address 2015 SB 175)
 - SB 206-Creating the student privacy and protection act
 - HB 2123-Amending the Kansas act against discrimination to include sexual orientation and gender identity
 - HB 2200-State agencies required to adopt policies and procedures to prohibit workplace bullying
- Watch for additional legislation or amendments offered in 2018
- Continue diplomatic discussions with executive branch on communicating with CA and other communities with a KS travel ban
- Meeting with leadership and committee members to communicate issue and concerns
 - Share economic impact data (see next slide)
 - Assess their interest to determine if legislation will advance

RUNNING THE BASES

- Educate policymakers on the issue and concerns of potential economic loss
 - NC Bathroom bill cost them \$100M in lost revenue
 - KS future economic NCAA tournaments will bring over \$20M to Kansas
- Grassroots education push
 - Letter to Editors, Op-ed's
 - Chamber Forums
- Legislative Action
 - Monitor committee action on discrimination legislation
 - Testify if legislation advances that would impact travel ban
- Administrative Action
 - Monitor executive orders
 - Work with AG's office
 - Monitor state agency actions such as SOS birth certificate requirements

FOUL BALL-UNINTENDED CONSEQUENCES

- Politically charged issue
- Initial legislation passed was not tied to discrimination but freedom of organization
- Election year where certain candidates might push the issue for political gain
- Significant national attention on the issue

STEALING BASE

- Look for attempts to attach the issue to other bills through committee or floor action
- If harmful legislation advances line-up a controversial amendment
- May always look for a “Gut and Go”

WINNING THE GAME

- Ultimate win is to remove Kansas from any travel bans
- However, may find a winning compromise position that balances all interests
- Goal is to keep Kansas open to travel by all

POST GAME INTERVIEW

- Thank our legislative supporters and meet with those who didn't support our position
- Keep our grassroots network updated and ask they thank elected officials
- Assess outcome with the Team players and learn from our efforts
- Determine what, if any, next steps are needed

SIDELINE REPORT

Helpful things to know in the off season



SCHEDULE

- 90-day Legislative Session
- 2 year Legislative Bill Cycle
- Interim Committee Meetings
- Breaks: Turn Around, 1st Adjournment, Drop Dead Day, Veto Session, Special Session
- Leadership Elections

DAY IN THE LIFE OF A LOBBYIST

- 8:47 a.m. Legislator Calls
- 9:06 a.m. Quick meeting at Statehouse with legislator
- 9:30 a.m. Committee hearing
- 10:27 a.m. Talk to Committee members
- 11:00 a.m. House Floor action
- 11:47 a.m. Lunch with legislator to calm them down
- 1:25 p.m. Meeting at the rail with coalition group
- 1:46 p.m. Text with leadership staff
- 1:57 p.m. Ad hoc meeting in the bathroom with Senate President
- 2:00 p.m. Late to committee meeting that began at 1:30

DAY IN THE LIFE OF A LOBBYIST

- 3:33 p.m. Call TIAK President
- 4:12 p.m. Email to EC and Advocacy Committee
- 4:20 p.m. Lobbyist pops into office to discuss the issue
- 4:30 p.m. Draft testimony for hearing the next day
- 4:59 p.m. Copy and turn in testimony and email PDF
- 5:27 p.m. Respond to emails from EC and Advocacy Committee
- 5:48 p.m. Legislative Reception
- 6:45 p.m. Dinner with Committee members
- 9:00 p.m. Home
- 9:30 p.m. Review tomorrow's calendar

PROSPECTS: WHAT ISSUES TO WATCH IN 2018

- Budget
- Education
- Economic Development
- Immigration
- Discrimination
- Medicaid Expansion
- Amusement Ride Clean-up
- STAR Bonds

PLAYOFFS: PLAYERS TO WATCH

- Election 2018
 - Congressional races
 - 1st District
 - 2nd District
 - 3rd District
 - 4th District
 - All statewide offices
 - Governor/Lt. Governor
 - Attorney General
 - Insurance Commissioner
 - Secretary of State
 - House of Representatives

TRYOUTS: GIVE US YOUR BEST ELEVATOR SPEECH...

- TIAK needs some more good players...do you have what it takes?
- Volunteer to give an “elevator speech” on why TIAK opposes the CA Travel Ban
- Share an experience on how you have assisted TIAK advocacy efforts

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