

Garnett Tourism Advisory Committee
Minutes – January 2, 2019
Garnett City Hall

The Garnett Tourism Advisory Committee met on Wednesday, January 2, 2019 in the Conference Room at Garnett City Hall with the following members present: Tom Emerson Jr., Chairman, Paula Wallace, Vice Chairman, Susan Caron and Travis Wilson. Also, in attendance: Susan Wettstein, Director of Community Development, Julie Turnipseed, Director of Economic Development and Kris Hix, Administrative Assistant/Chamber Director. Absent: Laurel Ladewig, Nicole Stevenson and April Renfroe, members.

The meeting was called to order at 4:41 p.m.

Positive Tourism Observations

“It’s a Wonderful Life Live Radio Play” was a success, with an excellent turnout. Tom also shared information about a successful promotion the theatre participated in that the Ottawa Herald had, “Access to Eats and Entertainment” coupon book.

Approval of Minutes

A motion was made by Paula Wallace and seconded by Susan Caron to approve the minutes of December 5, 2018 as presented. The motion passed unanimously.

Financial Report

Susan Wettstein provided a report showing the total Transient Guest Tax receipts for 2018 was \$26,480.42. The \$20,000 budgeted for grants, the amount reimbursed to grant recipients was \$11,118.16. Of the \$2,500 of discretionary marketing funds, \$1,663.33 had been used for marketing expenses. The \$2,500 of discretionary funds for programs was not showing any expense to date with possible expense pending.

Old Business

Review of After Event Reports

The committee reviewed the report from the Chamber Players Community Theatre and Friends of the Library Holiday Homes Tour.

2018 Review of TGT Grants-Year End

Susan Wettstein provided the TGT Grant Report for 2018, which also shows expected attendance, actual reported attendance and grant reimbursement information.

The committee discussed funds not granted; what can be done with those funds, and what message can be given to events and organizations to ensure funds are properly used to grow and promote tourism.

New Business

The committee reviewed TGT applications and discussed if any changes should be made. No changes were suggested.

Discussion was held as to whether a comment/survey card be placed at the desk of motels asking, "what brought you here?" and whether that would be helpful in answering the questions on applications pertaining to participants, spectators, whether they stay at hotels, campsites, or bed and breakfast, and whether they shop at local retailers and gas stations, and better gauge the events impact on the community. This would be something city staff would be distributing and taking care of before and after every event.

Staff Reports

The Special Events Calendar was distributed to the committee. Discussion was held about events that dates are yet to be announced and new events added.

Other

The committee discussed the progress of the disc golf. The disc golf club is hoping to get traffic on the course throughout the year once complete. Discussion was also held about who would maintain the course. There is an agreement to be made between the Long Cedar Disc Golf Club and the City.

The committee also went over the Community Development Five Year Strategic Plan for Tourism. The "Best Foot Forward" goal should be met with First Impressions program once it is complete. Susan Wettstein is working with the City Electric Department to try to get an estimate on more power at the North Park for camping, which could increase revenue. Susan Wettstein is also working on the possibility of getting a PA system for the square.

Motion to adjourn was made by Travis Wilson and seconded by Paula Wallace. The motion passed unanimously.

Meeting adjourned at 5:41 p.m.

Next meeting will be held February 6, 2019 at 4:30 p.m. in the Conference Room at City Hall.

Minutes respectfully submitted by Kris Hix, Administrative Assistant.