

Garnett Tourism Advisory Committee  
Meeting Minutes  
August 9, 2023

The Garnett Tourism Advisory Committee met on Wednesday, August 9, 2023, in the Commission Room at City Hall. The meeting was called to order at 4:30 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, and committee members, Krystal Baugher, Helen Norman, and Michaela Reed. Absent: Committee member Nicole Stevenson. Also present was Kris Hix, Director of Community Development/Tourism.

#### Approval of Minutes

A motion was made by Krystal Baugher and seconded by Vice-Chair Paula Wallace to approve the minutes of May 9, 2023, as written. The motion passed unanimously (5-0).

#### Financial Report

The cash balance of the Transient Guest Tax Fund as of August 4, 2023, is \$80,176.29. This includes the disbursement in July in the amount of \$7,367.49.

#### New Business

##### TGT Application-Holiday Homes Tour hosted by Friends of the Library

The committee reviewed the application submitted by Friends of the Library for the Holiday Homes Tour to be held on December 3, 2023. After a brief discussion, a motion was made by Krystal Baugher to recommend the application to the City Commission for approval as submitted in the amount of \$617.50. The motion was seconded by Chairman Tom Emerson, Jr. The motion passed unanimously (4-0). Committee member Helen Norman abstained from voting due to being a member of the Friends of the Library group.

#### Old Business

##### Strategic Planning

The committee continues to review the previous strategic plan for Tourism, and will work towards updating it with new goals for 2024.

##### Marketing Presentation by Val Foltz/Eileen Burns

At the meeting in July Val Foltz presented a marketing idea to the committee that would have Tourism Partner with Monroe 816 and The Kirk House in advertising in Her Life Magazine. It was decided to have the ladies return to a future meeting for further discussion. Director Kris Hix stated she had reached out via email and had received no reply at this time.

#### Staff Report

Director Kris Hix stated that another ad would be placed in the Fall Issue of SEK Living. The cost for this ad was \$405.00. The committee will consider this being a part of the budget for marketing quarterly.

Krystal Baugher stated that she did not believe the Walker Art event would be happening this year. Director Kris Hix stated that she would reach out to the group to confirm this.

Chairman Tom Emerson, Jr. stated that The Chamber Players Community Theatre production "Drinking Habits" would be sold out before opening night, with around 600 tickets sold.

The committee briefly discussed the Commission Meeting held on August 8, 2023, and how it might affect fall tourism events.

Director Kris Hix asked that the committee think about the expectation they had for what should be done the remainder of 2023 and going into 2024, so that communications between the director and the committee continue, and everyone is in agreement moving forward.

Krystal Baugher suggested that gathering data on the TGT applications previously submitted to map out what marketing has worked, what hasn't, which events are seeing increased attendance and which are not, and if there is return on the investment when recommending the funds be approved for these events. Chairman Tom Emerson, Jr. asked Director Kris Hix if she would be willing to gather those files for committee member to review and research to start compiling the data. Director Kris Hix stated that she was in agreement. The committee agreed that this would be their end of year project.

#### Adjournment

With no other business to come before the committee, Helen Norman made a motion to adjourn the meeting. Krystal Baugher seconded the motion. The motion passed unanimously (5-0). The meeting adjourned at 5:19 p.m.

The next meeting will be held on Wednesday, September 13, 2023, at 4:30 p.m. in the Commission Room at City Hall.

Minutes respectfully submitted by Kris Hix, Director of Community Development/Tourism