

Garnett Tourism Committee
Minutes
February 3, 2016

The Garnett Tourism Committee met on February 3, 2016 with the following members present: Tom Emerson Jr., Chairman, Cecilia Lamb, Vice Chairman and members Susan Caron and Brogen Katzer. Absent: Charlotte Lutz and Scott Rogers, members. Also attending: Joyce Martin, City Manager; Desiree Donovan, Chamber Director/Administrative Assistant, and Susan Wettstein, Community Development Director.

The meeting was called to order at 5:34 p.m.

Positive Tourism Observations: Tom noted that 740 tickets have been reserved for the current Chamber Players production, which is record-breaking. The original play dates have all been sold out. They added a ninth performance, and now a tenth. The tenth performance will be the first night and is set for February 24th.

Cecilia reported the new bench under the butterfly sculpture has been installed by the swimming pool and it is beautiful.

Approval of Minutes

Susan Caron made a motion to approve the minutes of January 6, 2016 as written. Cecilia Lamb seconded the motion. Said motion passed unanimously.

Financial Report

Joyce presented the Transient Guest Tax Report. The balance of uncommitted funds as of December 31, 2015 is \$12,343.62. She noted that the City recently received a TGT distribution check in the amount of \$7,812.63, of which \$1,302.10 will be transferred appropriately for the Administrative Assistant's salary and the remaining \$6,510.53 will go to the Community Development Fund. The next report will reflect this information.

Old Business

Committee Vacancy: Suggested names to fill the Tourism Committee vacancy are: Nicole Stevenson, Gessica Tastove, Matt Stevenson, Sonia Martin, Kelli Heine and Travis Wilson. There are vacancies on the Park and Rec Board and the Community Foundation. Staff will contact these individuals and see if they would consider serving on this committee or one of the other boards.

PRIDE Survey: As noted in Susan's report, surveys continue to roll in both online and through the front door at City Hall. Susan will boost/advertise on Facebook and Twitter. She will also send out news releases and an e-blast encouraging more survey participation. Survey deadline is February 29th.

Arts and Creative Community Grant update: Dennis and Joyce are in the process of completing the closing report for the grant. Dennis would like pictures from The Chamber Players.

Art Events Calendar: Joyce reported that the Walker Art Committee would like to meet with Tom Emerson Jr. to develop an arts calendar and promotional materials from proceeds still available from the Arts and Creative Community Grant. The WAC is excited about this idea as it will help get the word out to other art guilds and theaters, and continue efforts to make Garnett an arts destination. Joyce noted that Sonia Reeder Jones is very talented and willing to design promotional materials for this, and is the curator of the Walker Art Collection. A meeting will be scheduled. Susan Wettstein asked that promotional materials be made available in time for distribution at the Kansas Sampler, May 7-8 in Winfield.

Desiree asked that if anyone on the Tourism Committee has suggestions for entertainment or art for the GACC October 8 Taste and Talents Art & Wine Tour to please let her know. Tom offered The Chamber Players Community Theatre facilities for the event, if needed.

New Business

Online Survey: Update on the social media and grants survey that was sent to all special events coordinators and businesses via Survey Monkey - We have received 30 responses with approximately 15 people interested in attending. Several people who have not participated in the survey have expressed wanting to take this class also. Susan and Desiree are researching location options, facilitator, etc., and the costs associated and are tentatively looking at having the class on a Monday or Tuesday during the later part of March.

Report: Chamber - Desiree's report on the current activities of the Garnett Area Chamber of Commerce was emailed to committee members prior to the meeting and is attached to these minutes.

Report: Susan's report was also emailed prior to this meeting and is attached to these minutes.

New TGT Requests: There are three (3) requests in one submitted by Garnett BPW for consideration; total sum of all requests: \$2,241.10. Each request was considered individually. The first request discussed by the committee was for promotion of the Garnett BPW 44th Annual Square Fair to be held May 7, 2016. The amount of this request is \$1,322.70. The anticipated attendance for this year's event is 1,850. The committee requested information from last year's After Event Report which noted 2015's actual attendance to be 800. The amount requested last year was \$1,307.12 of which \$1,281.05 met the requirements for reimbursement. Cecilia Lamb made a motion to ask the City Commission to approve the \$1,322.70 for promotion of Square Fair as presented. Brogen Katzer second the motion. The motion passed unanimously.

The committee considered the request of \$608.90 for promotion of the Garnett BPW Women's Fair to be held on March 12, 2016. The anticipated attendance at this year's event is approximately 450 people. The committee asked for information from the After Event Report from 2015's event. The report noted the estimated attendance was 90 people. However, the amount noted in this year's application when asked what prior attendance was, the answer given is: Approx. 400 people. The amount requested last year was \$563.40, which was the amount reimbursed. In reviewing the application from the prior year it appears the exact same advertising strategy is being requested for funding. Discussion ensued on the following:

- a) Attendance is not reflective of what it has been;
- b) Not seeing an effort to increase attendance.

Susan Caron made a motion that this application not be recommended for approval. Due to a lack of a second, this motion died. No action was taken immediately following.

The committee reviewed the request to fund the Garnett BPW Holiday Boutique, to be held on December 4, 2016, in the amount of \$309.50. The anticipated attendance noted on the application is approximately 400 people, with prior year's attendance at approximately 275. The After Event Report was reviewed and showed estimated attendance for last year was 200 people. The amount requested last year was \$206 and that was the amount reimbursed. Discussion was held that this event coincides with the Holiday Homes Tour. The Holiday Homes Tour ticket numbers were down last year, and that with some of the homes on the tour were out in the country making it difficult for some people to make it in to the Holiday Boutique before it closed. Upon no further discussion on this request, a motion was made by Susan Caron and seconded by Cecilia Lamb to recommend to the City Commission that this request be approved as submitted. Motion passed unanimously.

Brogen Katzer made a motion to recommend to the City Commission to deny the request of \$608.90 for the BPW Women's Fair. Susan Caron seconded the motion. The motion carried unanimously. Therefore, the total sum recommended for approval is \$1,632.20, not \$2,241.10.

A request was brought before the Tourism Committee provided by the Garnett Knights of Columbus to fund advertising of The G-Town Smokin' Showdown, to be held on April 29-30, 2016. The amount of the request is

\$1,389.90. The application states the anticipated attendance to be 850, with prior year's attendance to be approximately 600 people. Again, the After Event Report was reviewed and discussed in which the estimated attendance reported shows 200+. The amount requested last year was \$1,172.80 and the amount reimbursed was \$1,072.80. There were questions raised on the discrepancy in how many people actually attend this event when comparing the application and After Event Report. The After Event Report asks, "What would you do differently or change if you were to advertise or promote this event again?" The applicant states, "Liked the bigger article in the Bullsheet, which seemed to get a lot of interests from the teams and judges." The report then asks, "Please provide any additional information or comments here:" to which the response by applicant was, "The event seemed to go a lot smoother with the extra advertising in the Osage City Spring Smokeoff brochure and the Bullsheet. This got attention for teams to register."

Tom Emerson Jr. made the motion to table this application to request specific clarifications. Cecilia Lamb seconded the motion. Specific requests include addressing these items:

- a) Why this year's request does not include advertising in the Osage City Spring Smokeoff brochure? In regard to the Bullsheet, is it an article or paid advertisement?
- b) This request is not reflective of the numbers quoted in last year's After Event Report, lending to the Committee not knowing the real outcome of how these funds are being used. Please clarify.

Upon no further discussion, the motion passed unanimously.

Other: Susan Wettstein noted that Joyce and Phil had written a Blue Chip Award grant and Phil is in Dodge City at a conference receiving this award. It will provide for new exercise equipment at the Recreation Center. Also, as noted in Susan's report, Phil and Susan attended the SportKS meeting in Emporia last week. There is opportunity for Dynamic Discs to send a representative to visit our community to consult on the possibility of a disc golf course. Disc golf is one of the fastest growing sports in the nation, courses are relatively inexpensive, and it boosts tourism as players like to go to different communities to play.

There being no further business to discuss, a motion was made by Brogen Katzer and seconded by Cecilia Lamb to adjourn. Motion carried. Chairman Tom Emerson Jr. adjourned the meeting at 6:37 p.m.

Minutes recorded by Susan Wettstein.

Reports: (See next page)

February 2016

Membership

Business
Goppert State Service Bank
East Kansas Agri-Energy
Guest Home Estates
Tax Time Service Inc.
Craig E. Cole, Attorney At Law
Midwest Cleaning Service
Daylight Donuts
Sandi Otipoby, DDS
Garnett True Value
BG Consultants
USD 365
HayesBrand Molding, Inc
L & M Catering
Kansas Property Place
El Jimador
Garnett Dairy Queen
First Baptist Church
Askins-Beller Retail Liquor
Refined Recherished
Hepner Appraisal Service
Jim & Lou Ann Shmidl
Earl & Ann Lizer
Blackhorse Trading Co.
Country Mart
Anderson County Hospital
Anderson County Advocate
Paula Sjorlund, Avon
Neosho County Community College
KOFO Radio
Garnett Mini Storage
Golden Heights Living Center
Garnett Publishing
Ryan Disbrow Agency
Garnett Sonic
Miller Hardware
Everything Else
Sandy Sample
Garnett Lions Club

The Schulte Agency
City of Garnett
Scipio Supper Club
Kansas Corn Growers Association
Helen Norman, ViVi Jewelry
The Chamber Players Community Theater
Prairie Belle's Kitchen & Catering
All In One Pest Control
KIKS KIOL
Anderson County Corn Festival
Wolken Tire
Anderson Co Fair Association
Archer Insurance Agency
Sandra's Quick Stop
6th Ave. Boutique & Bronze
Front Row Sports
Dornes Insurance Agency
Brummel Farm Service
Can-Coctions
Burns Dental Laboratory
Auburn Pharmacy
Yoder's Country Store
Floral Expressions & Salon

- **Ambassadors**
 - Meeting at Daylight Donuts 8:30 a.m. 02/10/2016
- **Past Events**
 - Annual Banquet - lot's of compliments from those whom attended
 - Taste's & Talent's Prep 02/02/2016
- **Member Directory/Community Guide**
 - Ready to print - waiting for paper
 - Questions about funding
- **Outreach**
 - Coalition Meeting
- **Upcoming**
 - Kansas Property Place 5 Year Anniversary Open House - 02/11/2016
 - Easter Celebration - 03/26/2016
 - Spring City Wide Garage Sales - April 9th
 - Quarterly Member Luncheon - April 15th

Susan's Report for Tourism Meeting - February 3, 2016

Work continues on pulling the www.SimplyGarnett.com website together. The launch of the website will be delayed a week or two as we still continue to update and add content and check to optimize the appearance for a mobile user. We continue to revamp brochures and make updates to materials, and are distributing those materials out. As we finalize the special events calendar and make additions/changes to print materials, it then requires additional time to make those changes both on the old websites, new website, Channel 20 and in print.

We have received a total of 106 PRIDE surveys as of right now. Of the surveys received, 21 have been brought into city hall, while 85 were done online. I boosted the post on Facebook which got us the majority of the online surveys (5,513 impressions for \$14). I plan to boost a post again to acknowledge the end of February deadline. Our goal is to get at least 10% of the population to respond (300+).

We also submitted a survey to all of the special event coordinators, and then to area businesses, so see if there is adequate interest in having a social media training and add information about the TGT grant and other funding available. Response has been good so far. Desiree and I will be researching for a possible venue for this training and putting a pencil to the costs.

I have been working with a gentleman from Seymour, MO who has reserved all of the camping spots on the east side of Lake Garnett (14 units) for 4 days that encompasses the weekend of Air Fair/Square Fair. He found our website and said we look interesting! He sent in pre-payment to secure these spots and Joyce is working with them on their accommodations. We will be helping them with ideas on what to do while they are here.

The City of Garnett has joined Southeast Kansas, Inc. It is an economic development organization that also lends itself to the community development and tourism side; and therefore, I plan to be attending the meetings. Joyce recently nominated Mike Burns and AuBurn Pharmacy for an award through SEK Inc. in which I attended the awards banquet in which they were recognized by the City and received the "Southeast Kansas Invested in People Award". There was some very stiff competition in attendance.

With Joyce's permission, I took Phil Bures, Rec Director, with me to the SportsKS meeting in Emporia last week. The guest speaker was from Dynamic Discs who gave a very informative presentation on disc golf and how it can impact your community. Other discussion at this meeting included possible involvement at S.P.O.R.T.S. Relationship Conference that will be held in Overland Park on September 12-15. They allow only 250 communities to participate and this is a way that people who want to bring sporting events to a Kansas community network with community representatives. I felt it good that Phil went to get an idea of how important recreation facilities are to tourism and vice versa. Phil and I are working on inventorying the recreation facilities as the state will be including a micro-site on the www.travelks.com website that will include this information for the communities involved in SportsKS.

February will be our month to touch base with group tour operators, special event coordinators, class or family reunions, and other group events that might be coming to town so that we can provide assistance and welcome packets.

This is the 20th anniversary of the Prairie Spirit Trail. We will be helping to promote the March 16th "Birthday Bash" that commemorates this, as doing so can draw attention to Garnett as the midway point along the trail and intrigue additional visitors.

We have a full page ad to develop for the Southeast Kansas Adventures and Day Trips Guide. The deadline is February 19th. Those guides will be distributed just prior to the Kansas Sampler (May 7-8).

We will be launching a news release and blog in March. I would like your input on the topic. We continue to follow the Marketing Action Plan and stay on task.

Susan