

Garnett Tourism Advisory Committee  
Meeting Minutes  
July 20, 2021

The Garnett Tourism Advisory Committee met on Tuesday, July 20, 2021 at City Hall. The meeting was called to order at 4:40 p.m. with the following members present: Tom Emerson, Jr., Chairman, Krystal Baugher, Susan Caron, Helen Norman and Nicole Stevenson, members. Committee member Helen Norman arrived at 4:50 p.m. Absent: Paula Wallace, Vice-Chair, and Laurel Ladewig, committee member. Also, present: Susan Wettstein, Director of Community Development and Tourism and Kris Hix, Administrative Assistant.

#### Approval of Minutes

A motion was made by Susan Caron and seconded by Krystal Baugher to approve the minutes from May 4, 2021. The motion passed unanimously (4-0).

#### Financial Report

The cash balance of the Transient Guest Tax Fund as of the end of April is \$55,073.23. Director Wettstein also shared a financial report for the TGT fund showing state distribution year-to-date totaling \$8,493.24. Director Wettstein also stated that \$1,286.07 would be dispersed next week to Garnett BPW for Square Fair marketing request reimbursement.

#### New Business

TGT Requests: The Chamber Players Community Theatre submitted their request for funding. They requested a total amount of \$4,400, which would cover the next four performances' advertising. Tom Emerson, Jr., representing The Chamber Players Community Theatre's application, explained that the increase in the request was due to targeted marketing that they felt would be beneficial. This particular marketing would reach Franklin, Allen, and Miami counties, to try to increase ticket sales to pre-pandemic numbers. Chairman Emerson, Jr. also shared that they did not anticipate marketing in Osage or Coffey counties due to issues during print runs. The committee discussed the application, the targeted marketing, and the theatre group reaching new areas. A motion was made by Nicole Stevenson to recommend the application for \$4,400 be sent to the City Commission for approval as submitted. The motion was seconded by Helen Norman. Motion passed unanimously (5-0).

#### Old Business

##### New Event Contest:

The committee discussed how to proceed forward with a new event contest, which would offer \$1,000 as a prize for a business or organization that created and executed a new event that would bring at least 500 people to said event. Director Wettstein opened the discussion by asking the committee what type of event would qualify, how large the event needed to be and what stipulations would need to be in place for the prize to be awarded. The committee discussed

several options, including stating it must be a public event, that the business or organization would need to be incorporated with the state, as well as the possibility of an in-person interview process to help determine the winner. Discussion continued as to whether \$1,000 would be enough incentive, or if the prize needed increased. The committee also discussed accountability for funds, and if there were any legalities that would need addressed. Director Wettstein agreed, and will speak with City Attorney Terry Solander, on this matter before next meeting.

Strategic Plan:

Tabled until next meeting.

Staff Report: Director Wettstein shared her written report with the committee. She also shared that she and Kris had met with Maggie Moore, a local resident in Garnett who approached them about improvements to the Arthur Capper Memorial to make it more appealing for a tourist or locals to visit. The committee briefly discussed funding options. Director Wettstein asked committee member Nicole Stevenson if she could speak with the school about the possibility of a mural being painted on the building by the memorial.

Director Wettstein also shared that she would like to offer a series of videos to organizations and businesses that offered tips on advertising, event planning, and community building topics.

Adjournment

With no other business to come before the committee, a motion was made by Helen Norman and seconded by Krystal Baugher to adjourn the meeting. The meeting adjourned at 5:30 p.m.

Minutes respectfully submitted by Kris Hix, Administrative Assistant.