

Garnett Tourism Advisory Committee
Meeting Minutes
February 2, 2021

The Garnett Tourism Advisory Committee met on Tuesday, February 2, 2021. The meeting was called to order at 4:35 p.m. with the following members present: Tom Emerson, Jr., Chairman, Krystal Baugher, Susan Caron, and Helen Norman. Absent: Paula Wallace, Vice-Chair, Laurel Ladewig and Nicole Stevenson. Also, present: Chris Weiner, City Manager, Susan Wettstein, Director of Community Development and Tourism and Kris Hix, Administrative Assistant/Chamber Director. Guests attending were Heather Corley, FCCLA Sponsor and Claire Hasty, ACHS Student.

Heather Corley and Claire Hasty attended to share information on Claire's accomplishment through FCCLA. Claire attended the National FCCLA Conference and received 2nd Place in the nation in the Hospitality, Recreation, and Tourism Challenge. The committee asked questions about the competition, and what Claire liked most, what her career choice was, and everyone congratulated her on her achievement and thanked both Heather and Claire for attending.

Approval of Minutes

A motion was made by Helen Norman to approve the minutes from January 5, 2021 with amendment to the financials. The motion was seconded by Susan Caron. Motion passed unanimously (4-0).

Financial Report

The cash balance of the Transient Guest Tax Fund as of December 31, 2020 is estimated at \$52,665.16.

New Business

2020 Budget-Tabled until next March meeting.

City Manager Weiner entered the meeting at 5:15 p.m.

Old Business

TGT Application-Lake Garnett Grand Prix Revival

LGGPR requested \$7,950 in TGT funds for their 2021 event. The committee discussed the advertising, specifically, which national publications were the most successful, and which publications did they not participate in included in the application as well as the amount granted for the 2020 event, which was less than the group originally requested. Krystal Baugher expressed concern due to the large amount requested being approximately 30% of funds available for 2021. Tom Emerson, Jr. suggested that a request for more information from the group on the effectiveness of their advertising, as well as the fact that not all funds requested were utilized for the 2020 event. Tom Emerson, Jr. also suggests removing the newspaper

advertising. Krystal Baugher asked that there also be a request for social media data to see if it was effective. Susan Wettstein reminded the committee that the position is a tricky one, because if the guidelines and requests for information become too picky, the groups that apply for funds will cease to apply for funds in the future. Tom Emerson, Jr. made a motion to table the application until the next meeting. Helen Norman seconded the motion. Susan Wettstein will reach out to LGGPR and request more information. Motion passed unanimously (4-0).

The committee also discussed the need for road repair for the Grand Prix and kart events. If they are to continue to hold those events in Garnett what funding options might be possible for these repairs. City Manager Weiner stated that at this time the City Commission was unwilling to designate funds for this. The City is reluctant to allow tourism funds to be allocated for this project. The committee discussed possibly finding a grant program for the project. Susan Wettstein will research funding options.

New Event Contest-Tabled.

Strategic Plan-Tabled.

Staff Reports

Staff reports were shared with the Board. These reports are the same as those provided to the City Commission.

Other

The committee discussed the new banner project, and photographs submitted. The committee expressed thanks for all photographers who shared photographs for the project.

Adjournment

A motion was made by Helen Norman and seconded by Krystal Baugher to adjourn. Motion passed unanimously (4-0). Meeting adjourned at 5:35 p.m.

Minutes respectfully submitted by Kris Hix, Administrative Assistant/Chamber Director.