

Garnett Tourism Advisory Committee
Minutes
February 7, 2018

The Garnett Tourism Advisory Committee met in the Commission Room at Garnett City Hall with the following members present: Tom Emerson Jr., Chairman, Susan Caron, Bob Risch, Paula Wallace and Travis Wilson. Also attending: Susan Wettstein, Director of Community Development and Desiree Donovan, Chamber Director/Deputy Director of Community Development. Absent: Laurel Ladewig and Nicole Stevenson.

Meeting was called to order by Tom at 5:50 p.m.

Positive Tourism Observations:

Susan Caron stated that she had noticed a street that had been unsightly that was now looking nice. She hopes this trend continues. Susan Wettstein commented on how nice the new barn quilt art looks that is on the east side of the Garnett Senior Center Building.

Approval of Minutes:

A motion was made by Travis Wilson, seconded by Bob Risch, to approve the minutes of January 3, 2018. Motion passed unanimously.

Financials:

The Transient Guest Tax Report for January was presented. A copy of which is attached hereto and made a part of these minutes. The balance of uncommitted funds is \$25,876.05. This is after receiving the transient guest tax disbursement in the amount of \$6,685.62. Susan Wettstein stated this is the whole amount received. The 1% (one-sixth) of this amount that had been designated by the City Commission for the City administrative assistant for tourism-shared employee with the Chamber may no longer be taken out, but at this time she did not know if a definite determination had been made.

Old Business:

Due to committee members needing to leave early, the 5-Year Plan will be reviewed at the next meeting and Destination Development Association membership discussion will be tabled or emailed later.

Desiree Donovan left the meeting at 6:15 p.m.

New Business:

Consideration of Transient Guest Tax Applications:

The Tourism Committee discussed the TGT application provided by The Chamber Players Community Theatre to advertise and promote the March, June, September and December shows. The amount of this request is \$2,944. Expected attendance is 2,600 people. Last year's attendance was 2,400.

Tom Emerson Jr. provided some background information on the advertising plan for the Theatre for this year. He stated that the requested amount is 10-15% less than the requested funds for last year. Request last year was \$3,144.

The advertising as outlined in this application allows the Theatre to keep the momentum of the repeat advertising that they have established while allowing them to experiment with their own funds which will compliment this application by focusing similarly with digital advertising; specifically, they plan to do geo-fencing. This allows them to target a defined area or attraction, for example, the Olathe Community Theatre. When someone enters that "zone" carrying their cell phone the advertisements about The Chamber Players will come up on their smart phone via searches, apps, etc.

Upon no further discussion a motion was made by Bob Risch to recommend to the governing body that they approve this application as written in the amount of \$2,944. Travis Wilson seconded the motion. Voting was as follows: Yeses: Susan Caron, Bob Risch, Paula Wallace and Travis Wilson. Noes: None. Tom Emerson Jr. abstained. Motion carried.

The Tourism Committee reviewed an application by the Anderson County Corn Festival, Inc. Their request is for radio and Facebook advertising to promote the September 22, 2018 Cornstock music festival featuring Trace Adkins, Restless Heart and more to be announced. The amount of the request is \$3,500. This is the same amount as last year. The expected attendance this year is 5,000-6,000 people. There were approximately 4,531 people at this event in 2017.

These funds will be utilized to advertise more extensively after June 3rd in the Topeka and Kansas City areas due to a contractual agreement that they cannot advertise in those markets before June 3rd. They will also use these funds to further advertise camping spots in which the City receives the revenue from the 2-night required minimum camping fee. Discussion continued with Susan Caron and Tom Emerson speaking to the success of this event and the impact it has on the community.

Upon no further discussion a motion was made by Susan Caron to recommend to the City Commission the approval of this request as presented. Bob Risch seconded the motion. The motion passed unanimously.

The Tourism Committee reviewed the applications representing three (3) events to be hosted by the Garnett Business and Professional Women (BPW) for consideration. The applications represent requests for funding of advertising and promotion for the April 7th Women's Fair, the May 12th-46th Annual Square Fair and the August 2nd Quartermania, a vendor booth event held in conjunction with the Anderson County Fair. The combined total of this request is \$3,202.70. In discussion of the applications it was asked that staff (Susan and Desiree) visit with the applicant to see if a more effective marketing plan can be established in this application in regard to the Women's Fair. If this meeting can happen soon then the Tourism Committee agreed to meet yet this month, prior to the next regular meeting, so that they would still have time to advertise before the Women's Fair. Tom made a motion to table the

request by Garnett BPW until Susan and Desiree can meet with them and a revised application can be submitted. Bob Risch seconded the motion. The motion passed unanimously.

Staff Reports:

Reports have been emailed prior to this meeting to committee members.

Susan Wettstein expressed her sadness in the recent resignation of Desiree Donovan. The Tourism Committee concurred that she will indeed be missed and wished Desiree well.

There being no further discussion, a motion was made by Travis, seconded by Bob Risch to adjourn. Chairman Tom Emerson, Jr. adjourned the meeting at 6:57 p.m.

Minutes recorded by Susan Wettstein.