

Garnett Tourism Advisory Committee
Meeting Minutes
September 1, 2020

The Garnett Tourism Advisory Committee met on Tuesday, September 1, 2020. The meeting was called to order at 4:30 p.m. with the following members present: Tom Emerson Jr., Chairman, Paula Wallace, Vice-Chair, Travis Wilson, Krystal Baugher, Susan Caron and Laurel Ladewig. Absent: Nicole Stevenson. Also, present: City Manager Chris Weiner, Susan Wettstein, Director of Community Development and Kris Hix, Administrative Assistant/Chamber Director.

The Committee congratulates Nicole Stevenson on the newest addition to her family.

Approval of Minutes

A motion was made by Travis Wilson to approve the minutes from July 8, 2020. Motion seconded by Laurel Ladewig. Motion passed unanimously (6-0).

Financial Report

The cash balance of the Transient Guest Tax Fund as of August 31, 2020 is estimated at \$62,281.75. This is after receiving a Transient Guest Tax distribution in the amount of \$4,124.79 and paying costs associated with the Love What's Local Garnett grant.

New Business

The Committee welcomed Susan Caron back after her time away. Susan expressed her desire to continue on this board, as well as the Steering Committee.

Susan Caron's and Travis Wilson's term expires on December 31, 2020. Travis does not wish to continue on this committee. Therefore, we will advertise this opening for a new member. Those in attendance thanked Travis for his service and will miss him.

Old Business

Strategic Plan – It was asked that staff propose revisions to the Transient Guest Tax Grant process per the strategic planning notes and at the next meeting review the 5-Year Plan for Tourism and discuss future goals to see if the 5-Year Plan needs to be revised. Revisions to the grant process include:

- Re-examine the process;
- Adding a "ROI – Return on Investment" to the after-event report;
- Establishing the offering of training on the best practices to completing the grant application and after event report;
- Allocate a set aside fund for first time events.

The advisement from City Attorney Terry Solander was discussed. It was asked that this topic of the media post and committee reaction be placed on the next agenda for further review and discussion.

Staff Reports

Staff reports were shared with the Board.

Other

Paula Wallace shared information about an Adventure Lab app. She will be participating in Ottawa and will bring share more later.

City Manager Weiner reported that he is working on getting an electric vehicle charging station for Garnett.

Adjournment

A motion was made by Krystal Baugher and seconded by Paula Wallace to adjourn. Motion passed unanimously (6-0). Meeting adjourned at 5:11 p.m.

Minutes respectfully submitted by Susan Wettstein, Director, Community Development and Tourism.