

Garnett Tourism Committee
Special Meeting Minutes
February 17, 2016

The Garnett Tourism Committee held a special meeting on February 17, 2016 for the purpose of discussing Transient Guest Tax Applications. The following members were present: Tom Emerson Jr., Chairman, Cecilia Lamb, Vice Chairman and members Susan Caron and Scott Rogers. Absent: Brogen Katzer and Charlotte Lutz members. Also attending: Joyce Martin, City Manager, and Susan Wettstein, Community Development Director.

The meeting was called to order at 6:04 p.m.

A revised application was presented by the Garnett Knights of Columbus per the request of the Tourism Committee. The application was resubmitted by email and Susan Wettstein forwarded the email to the committee prior to this meeting for review. The email provided answers to the questions the committee had. The a copy of which is attached to these original minutes.

Question: 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?

Answer: We are short in funds for the Osage City Spring Smokeoff (We didn't want to assume we would get it) I have added it back in the request. The Bullsheet is a paid ad.

Question: 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.

Answer: Last year's was a typo. I'm sure it was confusing. (Sorry)

The previous amount requested on the original application was \$1,389.90. The revised request is for \$1,489.90 and adds funding for the Spring Smokeoff Osage City program and decreases Facebook advertising by \$100.

Discussion centered around the this application being more focused on acquiring teams for the event than spectators and in such instance the advertising should targeting that focus. Scott Rogers made a motion to recommend to the Governing Body that they approve \$1,000 for the promotion of this event by funding the last 3 items listed on page two:

\$700.00 - The Bullsheet Ad

\$100.00 - Facebook Advertising

\$200.00 - Spring Smokeoff Osage City Program full page ad

\$1,000.00 - Total

Cecilia Lamb seconded the motion. Motion passed unanimously.

The Tourism Committee also considered a request provided by the Garnett Area Chamber of Commerce to fund the advertising and promotion of the following:

\$565.00 - Spring and Fall Garage Sale Days
\$282.50 - Libertyfest
\$546.20 - Taste & Talent's Wine Tour
\$546.20 - Historic Downtown Square Lighting & Lighted Christmas Parade

\$1,939.90 - Total

This application also includes a non-marketing request for \$1,500 to help cover the cost of the fireworks and shooter.

Therefore, the total amount Transient Guest Tax Funds requested by the Garnett Area Chamber of Commerce, both marketing and non-marketing is \$3,439.90.

In reviewing the description page it was noted that this application shows the Chamber's due diligence in researching and providing information showing they are following the guidelines of the TGT application. The amount requested in last year's marketing application for three (3) events totaled \$2,822.62 of which \$2,320.27 was used. Therefore, this year's request for marketing funds to promote four (4) events reflects almost a \$900 decrease from last year's request or almost \$400 less than last year's actual reimbursement.

In discussion of the non-marketing request, it was noted that the Chamber is looking to hire a different company to shoot the fireworks in which they will provide the fireworks, all equipment, manpower to shoot and adequate liability insurance. The \$1,500 is the difference between what the Chamber normally receives in donations to what the actual costs are for the fireworks display. Noted in the application is their desire to request these funds this year to secure the event, yet they will try to create ways to increase funds to support this event in the future.

Upon no further discussion, a motion was made by Scott Rogers to ask the City Commission to approve the non-marketing request by the GACC in the amount of \$1,500 as submitted. Susan Caron seconded the motion. The motion passed unanimously.

Scott Rogers made a motion to recommend that the City Commission approve the marketing request by the GACC in the amount of \$1,939.90; therefore, the total funding approval would amount to \$3,439.90. Cecilia seconded the motion. The motion passed unanimously.

Tom suggested kudos be given to the Chamber of Commerce for providing a plan in this manner.

There being no further business, a motion was made by Tom Emerson Jr. and seconded by Scott Rogers to adjourn. Motion carried. Chairman Tom Emerson Jr. adjourned the meeting at 6:43 p.m.

Minutes recorded by Susan Wettstein.