

Garnett Tourism Committee

Minutes

July 6, 2016

The Garnett Tourism Committee met in the Commission Room at Garnett City Hall with the following members present: Tom Emerson Jr., Chairman, Cecilia Lamb, Vice Chairman, Susan Caron, Nicole Stevenson, Paula Wallace and Travis Wilson, members. Also attending: Joyce Martin, City Manager, Susan Wettstein, Community Development Director and Desiree Donovan, Administrative Assistant/GACC Director. Absent: Scott Rogers.

The meeting was called to order at 5:31 p.m.

Positive Tourism Observations: Cecilia commended the City on the patriotic banner project with members of the committee chiming in. Tom noted that Libertyfest appeared to be a success from a spectator standpoint despite the reschedule due to the rain. Cecilia also commended staff on the new look of the *Town Talk* newsletter. Susan gave kudos to Desiree on that.

Approval of Minutes - A motion was made by Susan Caron to approve the minutes of June 1, 2016 as written. Cecilia Lamb seconded the motion. The motion passed unanimously.

Financial Report

Joyce presented the Transient Guest Tax Report. The balance of uncommitted funds as of June 1, 2016 is \$4,855.43.

Old Business:

Kansas Travel Guide Listings - Susan reported that there are 26 listings that have been submitted for the 2017 Kansas Travel Guide. Fifteen (15) listings were renewed and paid for by businesses or organizations and the remaining are city facilities. The Committee gives a 50% discount to first time listings. July 1 was the deadline for listings.

Pride Committee - Joyce said only 1 person has shown interest in serving on the Pride committee. She has been making calls to the people that indicated on the Pride Survey that they would like to participate but Joyce said many of them say they don't want to. Desiree said that she has names of a couple of people who have expressed interest.

Website - Susan reported that Desiree has been working on updating the new community calendar. The calendar has most every activity staff can find information on, including meetings, recreation, special events and school activities. Both Susan and Desiree are combing the old sites to migrate content valuable to the public to the www.simplygarnett.com website so that soon the old platforms can be deleted and the money paid for those old website accounts can be credited to the new website, saving costs and extending the life of the new website.

Geocaching - The following sub-committee was formed to take on the task of planting some geocaches that will intrigue people to explore Garnett and Anderson County and the attractions nearby the geocaches: Tom Emerson, Paula Wallace, Nicole Stevenson and Cecilia Lamb. Susan and Desiree will assist as needed. The first meeting of the Geocaching Committee will be at 4:45 p.m. on Wednesday, August 3rd at City Hall. This is just prior to the regular monthly meeting of the Tourism Advisory Committee.

New Business:

Tom asked if staff has considered doing video to promote tourism. Susan responded that Desiree, Phil Bures and Susan met with a class at the high school this past school year to create some videos both for recreation and tourism, but the students did not follow through. So Susan and Desiree will be looking to create some short videos. Tom expressed interest in helping promote the theatre using video.

New TGT Requests:

The Tourism Committee received a Transient Guest Tax Application from the Greeley Smokeoff. The amount of the request per front page is \$1,000 for advertising the Greeley Smokeoff (September 9-10). On page 4 of the application there is a list of vendors in which the organization plans to advertise with the sum of this list totaling \$1,580. Discussion was held in regard to the application. Susan told the group that she had asked for specifics regarding the application but had not received an answer. However, they had originally used the non-marketing application form by mistake and had followed up on Susan's request to resubmit using the correct application form. One of the questions Susan posed to Eric Lickteig regarded the line item of \$200 for fliers. The event flier, if the same flier as indicated in the application, has already been printed and displayed in area businesses. The application does not allow for reimbursement of costs incurred prior to being approved by the City Commission.

Cecilia Lamb made a motion to ask the City Commission to consider approving the amount of \$1,380 for advertising of the Greeley Smokeoff. Tom Emerson seconded the motion. Discussion for this decision was based on subtracting the \$200 for the fliers in question; not knowing if they meant to ask for \$1,000 or \$1,580. Due to event forthcoming, that waiting another month for approval could hamper the organization's ability to effectively market the event. Upon voting, the motion passed unanimously.

Reports: Reports by Susan Wettstein and Desiree Donovan were sent by email to the committee prior to the meeting and are hereto attached to the original copy of these minutes. Desiree was asked how Libertyfest went on the Chamber's side of things. She indicated that donations did not meet expenses. She noted there were some public criticisms on social media, but the Chamber volunteers did the best they could considering the weather and all.

Susan shared that with Joyce's approval a paragraph written in *Town Talk* telling readers that the first 10 people to bring their copy of *Town Talk* to City Hall will receive a free shirt. The shirts have "THIS TOWN TALKS! I read it here...www.simplygarnett.com". All 10 shirts have already been given away.

There being no further items to discuss, a motion was made by Cecilia Lamb to adjourn the meeting. Susan Caron seconded the motion and the meeting adjourned at 6:23 p.m.

Minutes recorded by Susan Wettstein.

Reports: (See next page)

Susan's Report for July 6, 2016

In my last report I told you there were 17 banners ordered for the second phase of the project. We officially ordered 48 banners representing 49 individuals. A grand total of 84 banners are officially "up" as of today. Please take time to cruise Garnett and view them and encourage others to do so too.

We just sent out the current issue of *Town Talk* to everyone in the 66032 zip code; total: 2,200 copies mailed, plus another 250 on hand for library and depot for the next 3 months.

Work continues to update the www.SimplyGarnett.com website. I have received changes from the Economic Development Director, Dennis Arnold, on that side of the site and once he approves we will launch some social media blitzes to try and help encourage business development, both from the City of Garnett and Desiree on the Chamber's side of things.

Our next step with tourism is to revamp and freshen up our tour itineraries and make them accessible online, and then get these in the hands of tour operators for scheduling in 2017.

We are finding that welcome bags are making their way to the hands of motel visitors more so than just taking brochures and travel guides to them. As they welcome groups in for reunions, meetings and such, we feel we can better reach those that are staying the night this way. We are running low on bags, pens, etc., so we are looking to reorder soon. Likewise both City Hall and Sandra's Quick Stop are running low on Garnett t-shirts.

At this time, I do not plan to have a booth during the fair tent night at the Anderson County Fair and we have our regular meeting that evening.

In February of 2015 I was asked to be a guest speaker at the Kansas Department of Agriculture's Farmers Market Conference. I took Rosanna Bauman and we gave a presentation about the collaboration between the Garnett Farmers Market and the City's marketing efforts for the market. On June 13th I received an email from the KDA saying that the Garnett Farmers Market would be receiving a "Toolkit". There were 20 farmer's markets that received this "Toolkit" through a grant process. Ten were pre-selected and then a competitive application process to select the final 10 recipients. Garnett was pre-selected. Among the items in this toolkit are a popup tent, flags, A-frame signs, a water-fillable sign (to keep it from blowing over in the Kansas wind), hand washing stations, reusable grocery bags, aprons, price signs, tablecloths, sample cups and spoons. When I replied with gratitude for such an award I was told that they knew Garnett had Cornstock and other events and they have an extra hand washing station they will be sending also! Rosanna was overjoyed with this news.

Southeast Kansas Living magazine recently published a very nice article about Cornstock.

I would like perhaps 2 or 3 of the committee members to gather on your own to discuss a handful of locations in which we could hide geocaches in Garnett/Anderson County in which doing so might engage visitors. I don't know that the whole committee needs to discuss this but if a small committee could meet at another time and work on accomplishing this, then we can promote it. This will help us achieve some of the focus driven initiatives in our marketing plan for this year.

With the website makeover, Growing Rural Business Program, Social Media Symposium, banner project, etc., we are a little behind in achieving our goals as outlined in the marketing plan for this year but we promise to get back on task! I will be submitting an article to the newspapers in a monthly column and we will be creating our own "micro-moments". Be watching.

Thanks,

Susan

Desiree's Report:

Garnett Area Chamber of Commerce

Office Report

July 2016

- **MEMBERSHIP**

- NEW MEMBERS

- Mid-American Nutrition

- **AMBASSADORS**

- Will meet 06/09/16 8:30 a.m. @ Prairie Belles
 - Discussing office coverage, event planning and computer updates.
 - Welcome Wagon – follow up
 - New Login and email for this group

- **PAST EVENTS**

- **LIBERTYFEST**
 - **GOLF TOURNAMENT**

- **OUTREACH**

- Coalition Meeting
 - Tourism Advisory

- **UPCOMING**

- Tastes & Talents – October 8, 2016
 - Ladies Night Out - October

- **OTHER**

- New Computer and software working great, thank you!
 - New email director@garnettchamber.org

The next Chamber Board meeting will be on July 14, 2016 at 5:15 p.m. at Dornes Insurance.
All members are welcome to come and provide ideas or give feedback at meetings from 5-5:30.