

Garnett Tourism Advisory Committee
Meeting Minutes
May 4, 2021

The Garnett Tourism Advisory Committee met on Tuesday, May 4, 2021. The meeting was called to order at 4:31 p.m. with the following members present: Paula Wallace, Vice-Chair, Krystal Baugher, Susan Caron, Helen Norman and Nicole Stevenson. Absent: Tom Emerson, Jr., Chairman, and Laurel Ladewig, member. Also, present: Chris Weiner, City Manager, and Susan Wettstein, Director of Community Development and Tourism.

Approval of Minutes

A motion was made by Nicole Stevenson and seconded by Helen Norman to approve the minutes from March 2, 2021. The motion passed unanimously (5-0).

Financial Report

The cash balance of the Transient Guest Tax Fund as of the end of April is \$58,020.34. The only expense the past month was for listing advertising in the KAN-RV Directory. Director Wettstein also shared a financial report for the TGT fund showing the four (4) funding requests, expenses and disbursement received from the state for 2021.

Old Business

TGT Requests: The Anderson County Fair Association provided two (2) requests. One is a marketing request to advertise the 2021 Anderson County Fair events, include the July 24 tractor pull, the July 26-31 fair, and the August 6 demolition derby. The amount of this request is \$4,000 and the application is attached and hereto made a part of these minutes. The request includes \$1,200 in local advertising and \$2,800 in outside local area advertising, including Facebook ads, radio advertising, newspaper and email "eblasts". The application meets the 70/30 rule.

Discussion was held regarding the local advertising and committee members wanting to see some or all the \$1,200 local request moved to social media. Comments included that Facebook can also be considered somewhat local advertising; that the fair board mentions in the application they have a good social media presence and want to reach across state lines with their event messages and utilize social media as their top priority.

During this discussion, Director Wettstein asked the committee if they felt the need to rewrite the application and take out the thirty-percent (30%) local advertising option, since applications coming before the committee with local advertising requests are recommended to be stricken or rerouted to social media? The consensus was to not make such change.

A motion was made by Nicole Stevenson to move \$1,000 of the \$1,200 line item for local advertising to social media as a better use of these funds, and to recommend to the City

Commission to fund this request with this change, and the total amount to be approved for this marketing request in the amount of \$4,000. Helen Norman seconded the motion. Upon voting the motion passed with 4 yeses and 1 abstention (Krystal Baugher).

The second request by the Anderson County Fair is in the amount of \$2,500 to help pay the deposit to secure the Fun Time Shows, LLC, the carnival for this year's fair. This is half the deposit in which the Anderson County Commission has agreed to pay the other half. The fair board has agreed to guarantee \$30,000 in ticket sales for the carnival during the week of the fair.

Comments regarding this request were that the fair volunteers work very hard and the carnival being a part of the fair is important to the community. The fair has suffered attendance on years the carnival was not there and in doing so the businesses in the community that thrive during the fair also suffer when attendance is low, as well as local organizations who fundraise through vendor booths and concessions. The TGT fund has sufficient funds in the budget at this time. A motion was made by Paula Wallace and seconded by Nicole Stevenson to recommend to the City Commission to approve the request of \$2,500 for half of the deposit on the carnival as the application states. The motion passed unanimously, 5-0.

City Manager Chris Weiner entered the meeting at 5 p.m.

New Contest Event: Director Wettstein is working on the application and process for this contest and also asked if the committee would entertain a secondary contest for the creation of a tourism destination business. Examples discussed included winery, brewery, bicycle shop with repair and trail shuttle service. The consensus was for Director Wettstein to complete a draft of the application for this contest.

Strategic Plan: City Administrative Assistant/Chamber Director Kris Hix has something to share with the committee at the next meeting.

New Business

2022 Kansas RV Parks Directory Listings: Director Wettstein met with the president of the Kansas RV Parks Association and took him to the locations of the private RV parks. She asked the committee if they would entertain the idea of encouraging the private RV parks to advertise with KAN-RV Directory so that with the City's established listings Garnett would have a bigger presence in the directory. Director Wettstein asked if the committee would consider, similar to the "first timer" Kansas Travel Guide listing opportunity where TGT funds pay half of the cost for a first time attraction, business or event listing, that TGT pay up to \$100 (approximately half) of the listing cost for a local RV park in the Kansas RV Parks Directory. A motion was made by Nicole Stevenson to allow Garnett area RV parks the incentive of TGT paying up to \$100 (approximately half) of the listing cost to advertise in the Kansas RV Parks Directory. The motion was seconded

by Helen Norman. These funds would come out of the Programs line item of the Tourism Budget. Upon voting, the motion passed unanimously.

Staff Reports: Director Wettstein shared her report with the committee.

Other: Krystal Baugher and Paula Wallace mentioned Adventure Labs. Susan will look into this.

Adjournment

With no other business to come before the committee, a motion was made by Paula Wallace and seconded by Nicole Stevenson to adjourn the meeting. The meeting adjourned at 5:26 p.m.

Minutes respectfully submitted by Susan Wettstein.