

Garnett Tourism Advisory Committee
Meeting Minutes
December 1, 2020

The Garnett Tourism Advisory Committee met on Tuesday, December 1, 2020. The meeting was called to order at 4:38 p.m. with the following members present: Tom Emerson Jr., Chairman, Paula Wallace, Vice-Chair, Travis Wilson, Krystal Baugher, Susan Caron and Nicole Stevenson. Absent: Laurel Ladewig. Also, present: City Manager Chris Weiner, Susan Wettstein, Director of Community Development and Tourism, and Kris Hix, Administrative Assistant/Chamber Director.

Approval of Minutes

A motion was made by Paula Wallace to approve the minutes from September 9, 2020. Motion seconded by Travis Wilson. Motion passed unanimously (6-0).

Financial Report

The cash balance of the Transient Guest Tax Fund as of November 30, 2020 is estimated at \$71,757.04. This is after receiving a Transient Guest Tax distribution in the amount of \$8,688.55. The budget amount projected for state receipts of TGT funds was \$25,000 for 2020. We have exceeded that estimate by \$4,596.84; total receipts for 2020: \$29,596.84.

New Business

None

Old Business

Susan Caron's and Travis Wilson's term expires on December 31, 2020. Travis does not wish to continue on this committee. Helen Norman has filled out the required Statement of Interest application requesting to serve on the Tourism Advisory Committee. The committee discussed the benefits of Helen joining the committee. A motion was made by Tom Emerson Jr. to recommend to the City Commission Helen Norman's appointment. The motion was seconded by Paula Wallace. The motion passed unanimously (6-0). All in attendance thanked Travis for his service on the committee. He has been a valuable asset to Garnett Tourism. The committee also discussed Susan Caron retaining her seat on the board. Susan has also completed the required Statement of Interest application and would like to serve another term. Tom Emerson Jr. made a motion to recommend Susan Caron's continuing service on the committee. The motion was seconded by Travis Wilson. The motion passed unanimously (6-0).

Strategic Plan –

Review of Current 5-Year Plan – Tabled to next meeting. Susan will resend the Plan to committee members.

Future Goals and Assessment – Tabled to next meeting.

Discussion – TGT Application Process: The committee discussed revisions to the TGT application process, and what would be relevant information; data gathering to establish impact of events on the community, who attended, how many out-of-town compared to local, etc. Previous discussion encouraged a required meeting of applicants. Susan Wettstein revised a draft of a new TGT application and the idea of putting together a Zoom meeting that would be recorded and available on the City’s YouTube channel that would be required for the applicant to watch. Previous ideas, such as having one application for recurring events, and one application specific to new events with funding set aside for first-time events. There was also a suggestion to review the application yearly to help improve the process. The committee also discussed the possibility of a tip sheet being added to the application to improve event marketing and understanding of the process.

Upon no further discussion, the committee did not vote to go forward with any changes at this time. It was a worry by committee members that complicating what has for the most part working well could discourage applicants to apply. It was suggested that Susan Wettstein provide a tips sheet and after the event follow up with the applicants to gather what data might be useful for calculating impact.

Staff Reports

Staff reports were shared with the Board. These reports are the same as those provided to the City Commission.

Other

None.

Adjournment

A motion was made by Tom Emerson Jr. and seconded by Paula Wallace to adjourn. Motion passed unanimously (6-0). Meeting adjourned at 5:36 p.m.

Minutes respectfully submitted by Kris Hix, Administrative Assistant/Chamber Director