

Garnett Tourism Advisory Committee
Meeting Minutes
February 6, 2019

The regular meeting of the Garnett Tourism Advisory Committee was called to order at 4:32 p.m. with the following members present: Tom Emerson Jr., Chairman, Paula Wallace, Vice-Chairman, Susan Caron, Laurel Ladewig, Nicole Stevenson and Travis Wilson. April Renfroe arrived later. Also present: Susan Wettstein, Director of Community Development.

Approval of Minutes - A motion was made by Nicole Stevenson to approve the minutes of January 2, 2019 as written. Susan Caron seconded the motion. The motion passed 6-0.

Financial Report – Susan Wettstein provided the Revenue and Expense Report for Tourism showing a disbursement from the State of Kansas for Transient Guest Tax had been received in the amount of \$8,595.20. This amount is up from the previous year and the second highest amount ever received in January (for fourth quarter of previous year). No expenses have been paid from the Tourism Fund for 2019.

Susan Wettstein shared information about the purchase of tumblers for the Champions event. The expense was not being paid from Tourism Program funds. She said to avoid confusion in the future, she will look to prepare a TGT request for the budgeted discretionary funds and seek board and Commission approval.

Old Business

First Impressions - Susan Wettstein shared information about the First Impressions Program. The participants were to travel to the destination city on Thursday, but due to the weather this will be postponed to a later date.

New Business

Review and Recommendation of 2019 TGT Grant Applications - The Committee reviewed three (3) applications. Two applications were submitted by Garnett BPW and one by The Chamber Players Community Theatre.

Discussion was held first on the Transient Guest Tax Request for Garnett BPW and Farm Bureau's Women's Fair. It was noted that the amount being requested was not typed in on the front page, but the amount provided on page 2 show \$817.63. The date of the event is March 16, 2019. Anticipated attendance is 360 people. Last year's attendance to this event was 100 people.

Committee members referred to last year's event in which Garnett BPW had requested \$1,130.90, anticipating 375 people to attend. The event was to include a 5k run/walk. Due to cold and rainy weather, attendance was reported to be only 100. Of the \$1,130.90 requested, only \$729.85 was utilized to advertise and reimbursed. This event is mainly comprised of local area home-based businesses and offers some presentations. Committee members have attended this event and it is a concern of the Committee that the application does not present any new ideas to increase attendance or advertise.

A motion to recommend the City Commission deny the request for \$817.63 for advertising of Garnett BPW and Farm Bureau's Women's Fair was made by Nicole Stevenson. Travis Wilson seconded said

motion. The consensus of discussion was the need to show how this event is going to increase attendance from 100 to 360; what are they doing differently that they haven't done in the past? Laurel commented that the weather was bad last year, so increasing attendance by another 100 people could be possible. Upon voting the motion failed, 2 in favor of the motion, 4 against.

A motion was made by Nicole Stevenson to recommend a reduction of the amount to be funded to \$585.13, thus removing the radio advertising of \$75.00 for KSNP and \$157.50 for KOFO. Paula Wallace seconded the motion. Discussion was to recommend that this request be funded in the reduced amount and serve as motivation rather than deny the request. The Committee recommends they focus their advertising dollars to reinvent this event. The recommendation to Garnett BPW and Farm Bureau Women is to seriously look at ways to draw people from outside the area. This still complies with the 30 percent local/70 percent outside guidelines. Upon voting the motion passed 6-0.

The second request from Garnett BPW was considered. This request for Transient Guest Tax funds is for the advertising of the 47th Annual Square Fair to be held on May 11, 2019. The amount of the request is \$1,630.57. The anticipated attendance this year is 900 people. In 2018, 750 people attended. Last year's request was in the amount of \$1,338.45, of which \$1,328.45 was used and reimbursed. This request as written complies with the 30 percent local/70 percent outside guidelines.

A motion was made by Nicole Stevenson and seconded by Laurel Ladewig to recommend to the City Commission to approve this application request in the amount of \$1,630.57. Discussion was that Square Fair has established itself as a larger Garnett event in which other events tag on to. They bring vendors and people from outside the community and the application reflects an increase in funding to potentially grow the attendance and bring in more vendors. Upon voting, the motion passed, 6-0.

Committee member April Renfro joined the meeting at 5:05 p.m.

The application submitted by The Chamber Players Community Theatre was considered. The request is in the amount of \$3,450 to promote 4 live dinner theatre events of which the first begins February 28th. Anticipated attendance of all four (4) shows is 2,500 people. Last year's attendance was 2,450. Last year's request was for \$2,944 of which \$2,926 was reimbursed. This request as written complies with the 30 percent local/70 percent outside guidelines. The application includes a new front page "sticker" promotion on the Ottawa Herald with combination of digital advertising. Tom Emerson noted that advertising in the Miami County area is extremely expensive now, and shared that the theatre was doing a considerable amount of advertising besides what is in this request with advertising in a total of 6 newspapers, including local and expanding efforts to Osage County. Upon no further discussion, a motion was made by Nicole Stevenson to recommend approval of this application request in the amount of \$3,450 as presented. Travis Wilson seconded the motion. The motion passed with a vote of 6 in favor and 1 abstention (Tom Emerson Jr.).

Other

Susan Wettstein invited the Committee to attend the "Celebrating Community Champions and Everyday Heroes" event on Wednesday, February 20th. Some of the Committee responded they plan to attend.

There being no further business, a motion was made by Tom Emerson Jr. to adjourn the meeting. Paula Wallace seconded the motion. The motion passed, 7-0. The meeting adjourned at 5:21 p.m.

Minutes recorded by Susan Wettstein.