

Garnett Tourism Committee

Minutes

November 2, 2016

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

The meeting was called to order at 5:30 p.m.

Positive Tourism Observations: Kudos to the community Halloween activities. With the nice weather brought hundreds of families strolling the streets together from the Halloween Hoedown at the Santa Fe Depot to the Light the Night Trunk-or-Treat at the First Christian Church, and to the Game Night at the Rec Center. New residents commented to Joyce while at the Rec Center what a wonderful community they have joined with fun and safe activities during Halloween. The Lake Garnett Grand Prix Revival received accolades, as well as the Taste and Talents Art and Wine Tour.

Approval of Minutes - A motion was made by Susan Caron to approve the minutes of October 4, 2016 with the correction of "City Manager, and" in the first paragraph. Paula Wallace seconded the motion. The motion passed unanimously.

Financial Report

Joyce presented the Transient Guest Tax Report. The balance of uncommitted funds as of October 1, 2016 is \$17,244.70, thanks to the receipt of the third quarter tax distribution of \$8,391.92. The total TGT distribution was \$9,990.38 with the 1% allocated for the tourism administrative assistant salary (\$1,598.46). To date, this appears to be the largest distribution received. Joyce also shared a Sales Tax Revenue report showing a substantial increase in sales tax during the month of September, \$61,513.32. This the largest amount ever received. She commended tourism for the role it plays in supporting these economic factors.

Old Business:

TGT After Event Reports: After Event Reports were sent via email regarding the Greeley Smokeoff, Anderson County Fair and Cornstock.

Geocaching Committee Report - Susan Wettstein reported that two of the three caches were up and going but she has submitted for review the third cache planted at Yoder's Country Store, actually submitted twice after fixing the gps coordinates, but it has yet to be reviewed and published. Discussion was held on planting at least three more caches at area attractions. Susan will select a Sunday afternoon and see if members of the Geocaching Committee want to take a road trip to get this done. Once there are 6 to 8 caches planted and published for public hunting, Desiree and Susan will create a marketing campaign on the city's website and through social media. Nicole reported that she spoke with Stacey Richards, 7th Grade teacher, and she is interested in a geocaching event for her students in the spring. Cecilia asked if we can put more than just a mini-brochure in the boxes. Susan will look for a trinket of some type that might have a QR Code or something that would relate to Garnett Tourism.

Paula mentioned that the founder of Munzee came through Garnett recently. He placed a Munzee in town and had also found a Munzee that she and her daughter had placed in town. By the time they got notification of his capturing their Munzee he had already left town!

New Business:

New TGT Requests: None.

Reports:

Kansas Tourism Conference - Susan's notes were provided to committee members by email.

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.

Other: Susan reported that the month of October saw a new high in website visits: 17,145. Of those visitors, 47% were driven by Facebook and 18% by Google. Since launching the new website, from April 1 to November 1 the website has been visited 84,249 times. She hopes to add Instagram and Pinterest soon. Focus has been on a new historic attractions brochure and give a facelift to the current destinations brochure so that materials can be sent to tour operators. The 2017 special events calendar is almost complete so that those events can be listed on www.travelks.com and promotion can begin on updating the state's tourism website as well as our own.

There is an Kansas Agritourism meeting tomorrow in Topeka. Local agritourism businesses have been informed to listen in by telephone conference.

Desiree reported that she signed up to be a Neighborhood Champion for Small Business Saturday through American Express. The Chamber will be launching a campaign encouraging people to shop Garnett area businesses on Saturday, November 26th, the same day as the Chamber's Christmas Parade.

Anyone who is interested in the Walker Art holiday orbs project can contact Wanda Taylor. Susan will send the committee her telephone number in case anyone is interested.

There being no further items to discuss, Vice Chairman Cecilia Lamb adjourned the meeting at 6:05 p.m.

Minutes recorded by Susan Wettstein.

Reports: (See next page)

Susan's Report:

I have attended both the League of Kansas Municipalities Conference and the Kansas Tourism Conference this month (October) and will send reports in separate correspondence to this committee. The good news about Kansas Tourism is that the Federal Reserve reports that the Leisure and Hospitality industry (tourism) leads the way in employment growth for the state of Kansas. Traveling spending growth has averaged 5.5% per year since 2009, a total increase of \$1.8 billion. Local transportation and food and beverage were key categories of traveler expenditures in these reports.

We have a tentative 2017 Special Events calendar created with just a few dates not known. Desiree and I are working on a history brochure and revamping the brochure tourism brochure. Once those are in place we will be sending information to bus tour operators and updating the www.travelks.com website with 2017 information.

I would like to continue to plant geocaches at or nearby area attractions and historic places in Anderson County. We can discuss our strategy at the meeting but I would like to plant a total of 8 caches and have them approved online before launching information on our website about geocaching. Once we have that completed we can make a plan to create an event that the schools can be involved in for 2017.

With fall events and the holidays approaching we are focused on promoting what is uniquely "us" and promoting it through our social media and websites. I will be submitting an article to the newspapers in November to highlight local tourism.

I have forwarded to you recently the After Event Reports from Cornstock, Anderson County Fair and Greeley Smokeoff. Organizers of the Lake Garnett Grand Prix Revival are in the process of completing their report and have inquired about making application for 2017. They are seeking local volunteers to serve on their executive board.

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Garnett Area Chamber of Commerce

Office Report

November 2016

- **MEMBERSHIP**

STEADY – COMPARABLE TO PREVIOUS YEARS

- **AMBASSADORS**

- No meeting due to health issues of members.

- **PAST EVENTS**

- **FALL CITY WIDE GARAGE SALES**
- **TASTES AND TALENTS**

- **OUTREACH**

- Tourism Meeting 10/5/16
- Chamber Board 10/13/16 - changed
- Met with businesses about promotions during the weekend of October 8th

- **UPCOMING**

- Ladies Night Out – First Weekend of November
- Christmas Parade – November 26, 2016
- Annual Banquet – January 26, 2017

- **OTHER**

- We are currently working on updating our By-laws and membership. Membership renewals will start in October. If any business or individual would like to get ahead of the crowd by renewing early, contact me!
- Creating a new database to better serve our members and customers seeking information.
- Membership renewals will begin next week (November 1)

The next Chamber Board meeting will be on November 10, 2016 at 5:30 p.m. at Dornes Insurance.

All members are welcome to come and provide ideas or give feedback at meetings from 5-5:30.