

Garnett Tourism Advisory Committee
Meeting Minutes
June 7, 2022

The Garnett Tourism Advisory Committee met on Tuesday, June 7, 2022, in the Commission Room at City Hall. The meeting was called to order at 4:30 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, and committee members Krystal Baugher, Michaela Read, and Nicole Stevenson. Also present were Susan Wettstein, Director of Community Development and Tourism and Kris Hix, Administrative Assistant. Committee members Laurel Ladewig and Helen Norman were absent.

Approval of Minutes

A motion was made by Tom Emerson, Jr. and seconded by Nicole Stevenson to approve the minutes of April 5, 2022 as written. The motion passed unanimously (5-0).

Financial Report

The Transient Guest Tax Fund cash balance as of May 31, 2022, is \$75,957.52. This includes the May disbursement from the State of \$3,523.02. Of the \$25,000 budgeted for Local TGT Grant Fund, \$22,850.50 has been granted leaving a balance of \$2,149.50 available. The balance of In-House Marketing as of May 31 is \$6,400 and Programs at \$2,500 as budgeted.

Old Business

Tourist-Oriented Directional Sign (TODS) Program:

Director Susan Wettstein presented the proposed application for the program. Funding for this grant program would be taken from the In-House Marketing line item until such time an increase in the budget for the Programs line item can be considered. The ideal budget for the program would be \$4,000. This is a first-time, one-time only, fifty-percent (50%) up to \$375 per "location structure" grant opportunity. Susan asked committee members for suggestions on changes or additions to be made to the application. A couple of typos were addressed. Susan asked if the Committee was in favor of granting for one (1) sign/location structure or the maximum of three (3) per applicant. The consensus was to allow this grant funding for the applicant to have signage at all three proposed locations (N. Highway 59, N. Highway 169, and S. Highway 169) should they desire with a maximum reimbursement of up to \$375 per highway structure. She asked if an annual grant deadline of October 1 could be established so that reimbursement could perhaps be made in the same year the application is accepted for budget purposes. The consensus was "yes". Upon no further discussion a motion was made by Nicole Stevenson and seconded by Krystal Baugher to recommend this grant program be approved by the City Commission. The motion passed unanimously (5-0).

New Business

Transient Guest Tax Request (Non-Marketing), Hope Anthem Garnett, Faith and Blue Event:

Hope Anthem Church of Garnett submitted a TGT request in the amount of \$2336.80, which would include 16 tables, a popcorn machine, four-burner cooking griddle, and bounce house to be utilized at this event. The committee discussed what the Non-Marketing Application is, and how it is used. The committee reviewed the submitted application and began discussions on if this event application qualified under the criteria. Discussion included that the remaining TGT funds available for local grants this year total \$2,149.50, which is less than the amount requested on the application. There is yet one more 2022 New Event Contest winner planning to request TGT funds. It was noted that during the discussion last year with the Commission that the 2022 New Event Contest winners were awarded a minimum of \$1,000 in approved TGT funds. It was difficult to request and use those funds by the end of 2021 and therefore, additional funds could be requested from the Commissioners in 2022, if necessary, by a budget amendment or otherwise. The committee discussed whether the event would bring visitors to town; that the application states "This event should draw many local people and help with community involvement." The committee agreed the tables could be considered beneficial to the event organizers, who also put on the Easter Festival (Egg Hunt) and the Fall Festival (Halloween) events, which draw visitors from around the county for multiple events, including this new Faith and Blue event. Chairman Tom Emerson, Jr. made a motion to table this application so that Director Susan Wettstein can provide direction to Hope Anthem on what information is required for a completed form. The motion was seconded by Nicole Stevenson. The motion passed unanimously (5-0).

Staff Reports

Director Susan Wettstein provided weekly staff reports.

Other

Director Susan Wettstein shared advisory committee information and Chairman Tom Emerson, Jr., Vice-Chair Paula Wallace, and Committee Member Nicole Stevenson terms would expire December 31, 2022. Director Susan Wettstein stated she would also reach out to committee member Laurel Ladewig about her continued involvement.

Adjournment

With no other business to come before the committee, Chairman Tom Emerson, Jr. made a motion to adjourn the meeting. Krystal Baugher seconded the motion. The motion passed unanimously (5-0). The meeting adjourned at 5:20 p.m.

The next meeting will be held on July 5, 2022.

Minutes respectfully submitted by Kris Hix, Administrative Assistant.