

Garnett Tourism Advisory Committee  
Meeting Minutes  
August 3, 2022

The Garnett Tourism Advisory Committee met on Wednesday, August 3, 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 and Michaela Read. Absent were members Laurel Ladewig, Helen Norman, and Nicole Stevenson. Also present were Susan Wettstein, Director of Community Development and Tourism and Kris Hix, Administrative Assistant.

#### Approval of Minutes

A motion was made by Michaela Reed and seconded by Krystal Baugher to approve the minutes of July 12, 2022, as written. The motion passed unanimously (4-0).

#### Financial Report

The cash balance of the Transient Guest Tax Fund as of June 30, 2022 is \$72,369.66.

The amount budgeted for Local Event Grant for 2022 is \$25,000. Tentatively, pending approval of the two new requests by the Anderson County Flywheelers and Mundell LLC there would be a negative balance of (\$4,785.30) in the Local Events Grant Fund line item. However, upon including back the After Event Reports and subsequent reimbursements made for both Air Fair and Square Fair, in which not all the funds approved were utilized, the actual total of funds committed including the new requests would be a negative (\$3,245.66).

The balance of In-House Marketing line item as of June 30 is \$5,725 and Programs stands at \$2,500 as budgeted.

A motion was made by Tom Emerson, Jr. and seconded by Paula Wallace to file the financials as submitted. The motion passed unanimously (4-0).

#### New Business

##### Transient Guest Tax Requests –

1. Consideration of Request for Non-Marketing TGT Funds and Marketing Funds – Anderson County Flywheelers Antique Engine & Tractor Show, totaling: \$2,100.

The Anderson County Flywheelers are planning the Anderson County Antique Engine & Tractor Show to be held on Saturday, October 15, 2022, in Garnett's North Lake Park. An agreement with the City has been signed. This event is the last of the five 2022 New Event Contest Winners to receive a minimum of \$1,000 in pre-approved funding by the City Commission. The Committee reviewed the non-marketing application requesting \$550 to request funds to purchase liability

insurance and porta potty rentals. In addition, they are asking for \$1,550 for banners and signage, Facebook, and radio advertising. The two applications combined total \$2,100. Susan stated this new event has no startup money and it was expressed by the event organizers that these funds were necessary. Susan also shared with the Committee that for this first year, if approved, the Anderson County Flywheelers are asking if they can bring the receipts to the Tourism Department rather than pay them up front and seek payment directly to the vendor. Susan is ok with this for the first year if everyone else approves. She had shared this with the City Manager. Upon no further review, a motion was made by Krystal Baugher and seconded by Paul Wallace to recommend the approval by the City Commission of these requests as written. The motion passed unanimously (4-0).

2. Consideration of Marketing TGT Funds by Mundell LLC for The Great Pumpkin Bash to be held Saturday, October 22, 2022. Total Request: \$2,498.

The Committee reviewed the application provided by Committee member, Krystal Baugher, who was hired by Josh Mundell to plan the event. Krystal presented the application sharing that there will be a pumpkin patch that will be open to the public mid-October on the property owned by Mundell LLC, south of the South Lake. Then, on Saturday, October 22, there will be the pumpkin patch and corn maze, along with a live music concert, food and beer trucks. Admission for the pumpkin patch is that everyone who comes will pay \$5 to purchase a pumpkin. The concert tickets will be \$20 per person. There will also be a costume contest, and possible hayrack rides. Krystal stated they are still working on the parking; that they have permission from the City to use the South Lake for additional parking. They may shuttle people back and forth by hayrack to parking area at the South Lake. Their request for funding includes advertising through radio, Facebook and post cards. They have a goal of 1,000 people in attendance this first year.

Susan stated that if approved these funds would be available after August 9<sup>th</sup> and asked if approximately 2 months enough time to promote the event? Krystal's responded that it would.

Susan stated to the Committee that while the application is geared towards non-profit organizations and that to her knowledge there has not been a request by a business or individual for TGT funds to be used to advertise their event specifically for profit, that it would be up to the Committee's recommendation and the approval of the Commission on what to do. She also brought up that the grant fund is in the red; however, it is unknown how much of the money approved will go unused. Tom responded that when the New Event Contest was held late last year, making allocation of funding not possible until this year. The Commission had agreed that if the \$5,000 for funding towards each winning event, subject to approval by the commission, for the contest became an issue for funding for other requests that they would consider amending the budget.

Susan also stated that while she has no vote, as she is not on the committee, but administers the TGT grant process she had concerns on TGT funding for-profit requests as our guidelines are

vague in that regard. Also, the addition of business requests adding to the workload. Tom questioned the approval of the last funding request and how that would be any different. Susan responded that the church is non-profit and no person makes money, whereas a business would be using TGT funds to benefit themselves. Krystal said that we should allow anyone that brings more visitors to Garnett to receive TGT funds.

Tom asked if staff could ask the City Manager and the City Attorney if there is any state statute or ordinance that does not allow Transient Guest Tax funds to be utilized by a for-profit business. He also asked if the Commission could be asked their position on this matter. He then asked that the Committee consider passing this on to the Commission and let them make the decision, rather than delaying the decision. Paula Wallace made a motion to recommend the request by Mundell LLC in the amount of \$2,498 to be approved by the City Commission. Tom Emerson, Jr. seconded the motion. The motion passed with three (3) yes votes and one (1) abstention (Krystal Baugher). Both Krystal Baugher and Tom Emerson plan to attend the August 9<sup>th</sup> City Commission meeting.

#### Old Business

##### Tourist-Oriented Directional Sign (TODS) Program:

Director Susan Wettstein stated that in addition to the three local businesses, Monroe 816, 6<sup>th</sup> Ave Boutique & Western Wear, and Lazy Z RV Park, Pizza Hut is also considering participation. A Pizza Hut representative has contacted Kansas Logos regarding making application. Deadline to apply for this year is October 1.

#### Committee Member Appointments

Paula Wallace confirmed that she would like to be reappointed to the Committee to serve another term. Tom Emerson, Jr. has already confirmed his desire to be reappointed. Susan will contact Nicole Stevenson on her decision to serve another term.

#### Strategic Plan – Tabled.

#### Staff Reports

Director Susan Wettstein provided weekly staff reports.

#### Other

Director Susan Wettstein shared that the Anderson County Fair Tractor Pull, fair events, and the Night Sprint Track Races were all well attended. She shared new event information. The Anderson County Fair will host another demolition derby on September 3<sup>rd</sup>. The Garnett Church of the Nazarene will be hosting a Fly-in Breakfast at the Garnett Industrial Airport on September 24<sup>th</sup>, same day as Cornstock. In addition to The Friends of the Library are back on track with the Holiday Homes Tour and BPW will host their Holiday Boutique at The Kirk House on Sunday, December 4<sup>th</sup>.

Chairman Tom Emerson, Jr. shared that the new theatre season is scheduled, and corrected brochure would be sent to Susan and Kris soon.

#### 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 (4-0). The meeting adjourned at 5:07 p.m.

The next meeting will be held on Wednesday, September 7, 2022.

Minutes respectfully submitted by Susan Wettstein, Director, Community Development and Tourism.