

Garnett Tourism Advisory Committee
Minutes – December 5, 2018
Garnett City Hall

The Garnett Tourism Advisory Committee met on Wednesday, December 5, 2018 in the Conference Room at Garnett City Hall with the following members present: Paula Wallace, Vice Chairman, Susan Caron, Nicole Stevenson and Travis Wilson. Also, in attendance: Guest April Renfroe, Susan Wettstein, Director of Community Development. Absent: Laurel Ladewig and Tom Emerson Jr.

The meeting was called to order at 5:30 p.m. April Renfroe was introduced to committee members.

Positive Tourism Observations

The Christmas lights around town and the town square are beautiful. The Gem Farm Center building has been razed and the property looks spaciously nice. It was great that Bud Fraker was recognized as the parade Grand Marshal. The Friends of the Library Homes Tour was a great event and the homes were very festive.

Approval of Minutes

A motion was made by Travis Wilson and seconded by Susan Caron to approve the minutes of November 7, 2018 as presented. The motion passed unanimously.

Financial Report

Susan Wettstein presented copies of the city financials showing the total amount of Transient Guest Tax funds received during 2018 totaled \$26,480.42. Year to date expenditures were as follows: TGT Grants- \$7,934.16, and Marketing- \$1,663.33 (T-shirts, Kansas Travel Guide advertising, etc.), Total: \$9,597.49. The amount budgeted for 2018 was \$25,000, leaving a balance remaining of \$15,402.51.

Susan also shared a 2018 TGT Report. The spreadsheet shows the amount granted, actual reimbursement, and attendance information.

Old Business

Committee Vacancy

A motion was made by Paula Wallace and seconded by Nicole Stevenson to recommend to the governing body to appoint April Renfroe to the committee. This position has been advertised by news release to newspapers, social media and on our website. Mrs. Renfroe is the Manager of the Garnett Inn, Suites & RV Park. With no further discussion the motion carried unanimously.

Review of After Event Reports

The After-Event Reports received from the Greeley Smokeoff, BPW Square Fair and BPW Women's Fair were reviewed. The committee discussed the low attendance at some of these events compared to the amount spent on advertising and agreed that some thought needs to be given to some events to reinvent themselves to increase attendance.

Susan Wettstein shared a couple of ideas with the committee on a couple of events that could potentially make a positive impact in bringing visitors to the community and asked for the committee's thoughts. The reaction was favorable. Therefore, she will contact the event organizers.

We are still awaiting confirmation on some special event dates. A special events calendar is forthcoming.

Discussion was held on if changing the time of the meeting would be favorable to some of the committee member's schedules. It was determined that the meeting start time would change to 4:30 p.m., instead of 5:30 p.m. This change will go into effect at the next Tourism Advisory Meeting on Wednesday, January 2, 2019.

There being no further business, a motion was made by Travis Wilson and seconded by Susan Caron to adjourn the meeting. Motion passed. The meeting was adjourned at 6:27 p.m.

Minutes respectfully submitted by Susan Wettstein, Director of Community Development.