

Garnett Tourism Advisory Committee  
Meeting Minutes  
March 1, 2022

The Garnett Tourism Advisory Committee met on Tuesday, March 1, 2022, in the Commission Room at City Hall. The meeting was called to order at 4:33 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, and committee members Krystal Baugher, Laurel Ladewig and Nicole Stevenson. Also present were Susan Wettstein, Director of Community Development and Tourism, and guests Michaela Reed and Bonita Bowman. Helen Norman, Committee member, and Kris Hix, Administrative Assistant, were absent.

#### Approval of Minutes

A motion was made by Paula Wallace and seconded by Krystal Baugher to approve the minutes of February 2, 2022, as written. The motion passed unanimously (5-0).

#### Financial Report

The Transient Guest Tax Fund cash balance as of February 28, 2022 is \$73,734.50. This includes the recent disbursement received from the state in the amount of \$10,135.50, representing the fourth quarter (October-December) receipts by lodging establishments within Garnett. Of the \$25,000 budgeted for Local TGT Grant Fund, \$20,627.10, including the proposed Chamber Players Community Theatre request, would leave a balance of \$4,372.90. The balance of In-House Marketing remains at \$7,500 and Programs at \$2,500 as budgeted. Susan reported that she has received payments for the 2023 Kansas Travel Guide listings, and they will be collectively deposited and will be reflected on next month's financials.

#### Old Business

##### Board Vacancy:

Chairman Tom Emerson, Jr. introduced Michaela Reed, who has submitted a Statement of Interest form and desires to be appointed to the Tourism Advisory Committee and asked that she give a little information about herself. Michaela is currently the Conference and Event Coordinator at Emporia State University. Upon no further discussion Paula Wallace made a motion to recommend to the City Commission the appointment of Michaela Reed to term of the vacancy of Susan Caron (12/2023). Laurel Ladewig seconded the motion. The motion passed unanimously (5-0).

#### New Business

Bonita Bowman, representing Hope Anthem, discussed their designated desires to be included in the TGT request as a part of the 2022 New Event Contest in which a minimum of \$1,000 in approved funding was awarded to the "Faith & Blue" event. Bonita will submit the application request in the near future, after given recommendations by the Committee to include specifying

the use of the non-marketing requested items to be utilized by other community events Hope Anthem already hosts (Easter Eggstravaganza, Fall Festival at Halloween, etc.), and additional marketing to further advance the success of the event.

Discussion was held regarding to Growing Garnett's 2022 New Event Contest winning event, "Garnett's Home and Garden Show" to be held on April 2-3 at the fairgrounds. Paula Scott called Susan Wettstein on February 28<sup>th</sup> and sent an email to confirm her request stating, "Growing Garnett and Community Heart & Soul will no longer be associated with the Lawn and Garden Show, Gospel Music on the Square, or the 4<sup>th</sup> of July Parade." Sherry Benjamin, the representative of Growing Garnett on the 2022 New Event Contest application and the Transient Guest Tax application, visited Susan in person Tuesday morning, March 1, saying that she still wants to hold the events. Sherry will visit with some friends and will let Susan know on Friday of her plans.

Susan asked the Tourism Advisory Committee if they concur that since the award of the contest and the TGT funds approved in the amount of \$4,526.60 were to Growing Garnett as the stated organization for "Garnett's Home and Garden Show", if Growing Garnett is not the host organization that the TGT funds could not transfer to another organization. The process, including Agreement with the City would need to be resubmitted. The event date is one (1) month away. The Committee unanimously concurred the TGT award should not be transferrable. The Committee recommends that Susan convey to Sherry that they feel it in the best interest and success of the event to postpone the event until next year and take this time now to plan and organize, and to submit for transient guest tax next year. It was also conveyed that the Committee feels the idea of the Home and Garden Show is a "stellar" idea submitted in the new event contest.

The Committee considered the application request submitted by The Chamber Players Community Theatre (CPCT) for newspaper advertising of four (4) shows in 2022 in the amount of \$4,000. Krystal Baugher asked why there was no social media advertising included in the application, to which Tom Emerson, Jr., who represents the CPCT in the application, responded that they (CPCT) will be paying for social media advertising and other advertising themselves. This request is \$400 less than their request in 2021. Upon no further discussion, a motion was made by Nicole Stevenson and seconded by Paula Wallace to recommend to the City Commission to approve the application request as written. The motion passed unanimously (5-0).

Susan Wettstein provided information to the Committee on the Tourism Oriented Destination Signage (TODS) program. She is asking for the Committee to consider recommending that as part of an In-House Marketing, that we have a grant program for attractions, destination businesses and restaurants the opportunity to participate in this sign program with a one-time grant to pay half of the cost. This would be an estimated maximum of \$315 per "profit" entity, \$315 for "non-profit" entity. Susan would work to fill the two current TODS on US 169 and establish another

location north of Garnett on US 59. This could potentially provide up to 12 participants. There is \$7,500 budget in the In-House Marketing line item. The maximum use of these funds for this program would be \$3,780. Discussion was held on how to create a grant program in which helps to provide a mix of attractions, businesses, lodging and restaurants. Susan will work on an application to provide a starting point on this program. Once the Committee approves it will go forward to the City Commission.

#### Staff Reports

Written staff weekly reports were provided.

#### Additions:

The deadline for submission of the 2023 Kansas Travel Guide listings, Susan reported we have 30 regular and 8 highlighted, with a total of 38 listings representing Garnett, Greeley and Kincaid. Last year, for the 2022 Kansas Travel Guide there were a total of 32 listings.

We have sent out several invitations to attractions, businesses and organizations to attend the We-Kan Conference on April 23<sup>rd</sup> in Newton. So far, we have one response. Jessica Troyer, owner of 1883 Troyer's (formerly Maloan's) will be joining Kris and Susan to attend the conference.

#### Adjournment

With no other business to come before the committee, Chairman Tom Emerson, Jr. asked for a motion to adjourn. Nicole Stevenson made a motion to adjourn the meeting. Krystal Baugher seconded the motion. The motion passed unanimously (5-0). The meeting adjourned at 5:31 p.m. The next meeting will be held on April 5, 2022.

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