

Garnett Tourism Advisory Committee
Meeting Minutes
May 10, 2023

The Garnett Tourism Advisory Committee met on Wednesday, May 10, 2023, in the Commission Room at City Hall. The meeting was called to order at 4:36 p.m. with the following members present: Paula Wallace, Vice-Chair, and committee members, Krystal Baugher, Helen Norman, Nicole Stevenson, and Michaela Reed. Absent were Tom Emerson, Jr., Chairman, and Laurel Ladewig. Also present was Kris Hix, Director of Community Development and Tourism.

Approval of Minutes

A motion was made by Krystal Baugher and seconded by Helen Norman to approve the minutes of April 12, 2023, as written. The motion passed unanimously (5-0).

Financial Report

The cash balance of the Transient Guest Tax Fund as of May 5, 2023, is \$75,927.52. This includes the disbursement in April in the amount of \$7,081.52.

New Business

None

Old Business

Follow-up on Lake Garnett Grand Prix Revival TGT Approval

The Committee discussed the decision that was made by commissioners to approve the LGGPR TGT request in the amount of \$6,100. Kris Hix stated that she had reached out to the LGGPR board to let them know, and that all agreed that mailing flyers in with the utility bills was a great idea. She also shared that the commissioners had made a request at the previous commission meeting to ask the group if the city could obtain a copy of the video(s) they had used for marketing in 2022, with particular interest in the historical video. Kris stated that she had shared this request with LGGPR board members, and they were more than happy to share the information, as well as contact information of the gentleman who took the photos and videos.

Strategic Planning

The committee discussed the 5-year/Strategic Plan for Tourism. Each committee member was provided with a copy of the plan designed by the previous Director, Susan Wettstein. The committee was asked by the current Director, Kris Hix, to review the plan, and see what they felt had been accomplished, and what needed updated. The committee will continue to work on this to update the plan and set goals as they move into 2024.

Staff Report

Kris Hix shared copies of the full-page magazine ad that was placed in SEK Living. The cost for this ad was \$405.00, and the magazine will come out in July. Local events and activities were highlighted in the ad. Kris shared that Val Foltz (Monroe 816) and Eileen Burns(The Kirk House) had requested to present at the next Tourism meeting to share what they have been doing, and how they might be able to partner with Tourism in the future.

Co-Chair Paula Wallace shared that she had a family member stay at the Garnett Hotel & RV Park and had given excellent reviews about what a great place to stay it was, and how nice it was.

Krystal Baugher shared her concerns about the Anderson County Review article that could have an impact on tourism for Garnett. Other committee members stated that they would like to read the article before having a discussion. The committee also discussed the value of newspaper advertising with the local newspaper, and what could be done in a more positive direction to help continue to promote tourism in Garnett, KS.

Adjournment

With no other business to come before the committee, Helen Norman made a motion to adjourn the meeting. Krystal Baugher seconded the motion. The motion passed unanimously (5-0). The meeting adjourned at 5:03 p.m.

The next meeting will be held on Wednesday, June 14, 2023, at 4:30 p.m. in the Commission Room at City Hall.

Minutes respectfully submitted by Kris Hix, Director of Community Development/Tourism