

Garnett Tourism Advisory Committee  
Meeting Minutes  
July 12, 2022

The Garnett Tourism Advisory Committee met on Tuesday, July 12, 2022, in the Meeting Room at City Hall. The meeting was called to order at 4:30 p.m. with the following members present: Tom Emerson, Jr., Chairman, and committee members Krystal Baugher, Michaela Read, Helen Norman and Nicole Stevenson. Also present were Susan Wettstein, Director of Community Development and Tourism and Kris Hix, Administrative Assistant. Committee members Laurel Ladewig and Paula Wallace, Vice-Chair, were absent.

#### Approval of Minutes

A motion was made by Tom Emerson, Jr. and seconded by Helen Norman to approve the minutes of June 7, 2022 as written. The motion passed unanimously (5-0).

#### Financial Report

The cash balance of the Transient Guest Tax Fund as of June 30, 2022 is \$74,846.52.

The amount budgeted for Local Event Grant for 2022 is \$25,000. Tentatively, pending approval of the new request for Faith and Blue in the amount of \$2,336.80, there would be a negative balance of (\$187.30) in the Local Events Grant Fund line item. However, upon receiving 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 Faith and Blue request is now \$23,647.66. This provides \$1,352.34 yet remaining to be granted this year. The 2022 New Event Contest \$1,000 minimum TGT winning event, the Anderson County Flywheelers Antique Engine and Tractor Show, has yet to submit a TGT application request.

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 Helen Norman to file the financials as submitted. The motion passed unanimously (5-0).

#### Old Business

Tourist-Oriented Directional Sign (TODS) Program:

Director Susan Wettstein stated that three local businesses, Monroe 816, 6<sup>th</sup> Ave Boutique & Western Wear, and Lazy Z RV Park have responded to the recent email invitation to participate in the TODS grant. The committee discussed the program, initial cost savings to the participant, and how the annual fee would be the responsibility of the business owner after the first year.

## New Business

Transient Guest Tax Non-Marketing Request by Hope Anthem Garnett for Faith and Blue Event: Hope Anthem Church of Garnett resubmitted their TGT request in the amount of \$2,336.80, under the Non-Marketing TGT application. This request includes 16 tables, a popcorn machine, four-burner cooking griddle, and bounce house to be utilized at this event. Chairman Tom Emerson, Jr., asked if anyone had comments or suggestions for the application. Committee members discussed each item requested, and how the items would be utilized at other events throughout the year, since Hope Anthem puts on the annual Easter Festival at the North Park, Fall Festival (Halloween on Town Square) and Pool Party (Municipal Pool), all inviting both citizens and visitors to Garnett for these events. After lengthy discussion on each item, Krystal Baugher made a motion to recommend the application to the City Commission for approval of the full amount of \$2,336.80. Nicole Stevenson seconded the motion. The motion passed unanimously (5-0).

## Other TGT Requests

No other applications have been submitted at this time.

## Committee Member Appointments

Committee member Laurel Ladewig is unable to attend meetings on Tuesday. The committee discussed moving the meeting to Wednesday to ensure all members can attend monthly meetings. All committee members present stated Wednesday would work for them. Director Susan Wettstein stated she would email the members not present on this subject and would inform everyone after she received responses.

Chairman Tom Emerson Jr. has confirmed to Director Susan Wettstein that he would like to be reappointed to the Committee to serve another term.

## Strategic Plan

Director Susan Wettstein shared the current five-year Strategic Plan and stated that she would continue working on revisions for the submission of an updated Plan.

## Staff Reports

Director Susan Wettstein provided weekly staff reports.

## Other

Director Susan Wettstein shared that Libertyfest was successful overall, and that the complaints received, including the need for more restrooms and an improved fireworks show were being worked on. Chairman Tom Emerson, Jr. suggested partnering with the Sears family on fireworks to help with cost. Director Wettstein stated that a state licensed "shooter" (pyrotechnician) with applicable insurance was required for a fireworks display.

Director Susan Wettstein stated that we will be hosting the Southeast Kansas Tourism Region SEKTR meeting on Thursday, July 21, at Dutch Country Café. This will include a meeting, lunch, and a group tour of Troyer's 1883, as well as visiting other suggested destination attractions and businesses at their leisure before departing. While visiting Troyer's 1883 they can view the new Anderson County Veteran's Memorial, and patriotic banners on display. The patriotic banners will be retired for the year the first of August.

Director Susan Wettstein stated work continues on the new platform for the City's website, and she is contacting the website provider on the cost of transferring all information to the new platform, which would be much quicker to get it launched.

Chairman Tom Emerson, Jr. shared that the new theatre season is scheduled, and the new brochure will be available soon.

#### Adjournment

With no other business to come before the committee, Chairman Tom Emerson, Jr. made a motion to adjourn the meeting. Helen Norman seconded the motion. The motion passed unanimously (5-0). The meeting adjourned at 5:19 p.m.

The next meeting will be held on Wednesday, August 3, 2022.

Minutes respectfully submitted by Kris Hix, Administrative Assistant.