

Garnett Tourism Advisory Committee
Meeting Minutes
August 14, 2019

The regular meeting of the Garnett Tourism Advisory Committee was called to order at 4:30 p.m. on August 14, 2019. The meeting was rescheduled from August 7th due to not having a quorum on that day. The following members were present: Tom Emerson Jr., Chairman, Paula Wallace, Vice-Chairman, Laurel Ladewig, Nicole Stevenson and Travis Wilson. Absent: Susan Caron. Also, present: Sue Differentcloud, Manager-Garnett Inn Suites & RV Park; Chris Weiner, City Manager (arriving later); Susan Wettstein, Director of Community Development and Kris Hix, Administrative Assistant/Chamber Director.

Approval of Minutes - A motion was made by Nicole Stevenson to approve the minutes of July 3, 2019 as written. Laurel Ladewig seconded the motion. The motion passed 5-0.

Financial Report: Total approved grant funding through transient guest tax funds year to date is \$15,640.93. Budget amount available: \$4,359.07. Cash balance: \$62,202.47 after receiving the most recent TGT disbursement of \$7,829.31.

Old Business

Board Vacancy – A motion was made by Nicole Stevenson to recommend the City Commission approve the appointment of Sue Differentcloud to fill the position left by April Renfro. Laurel Ladewig seconded the motion. Upon voting, the motion passed 5-0.

The Committee reviewed the After-Event Reports for the Women’s Fair and Square Fair as submitted by Garnett BPW. The total reimbursement to be issued is 2,176.54. Susan noted at per the application, it asks for a copy of an advertisement with the City’s logo on it. What was submitted for the Women’s Fair does not have the logo. The After-Event Report was submitted on a different report (non-marketing). Susan has asked for a correction for our files. The Committee instructed Susan to reminded BPW to include the City’s logo on future funding projects.

New Business

TGT Marketing Funds for Community Tourism Purposes – Susan Wettstein presented a request by Garnett Tourism to use \$3,381.90 from the Marketing line item of the Tourism Fund. The Marketing line item has \$7,500 budgeted for 2019. All printed materials created “in-house” this year have been supported by from Community Development funds. In looking toward upcoming projects, this funding request is to update and print an all-inclusive tourism brochure for Garnett brochure (3,000), a new history/attractions brochure (3,000), a Recreation/Special Event EDDM mailing (2,000) to primarily focus on areas right outside the city limits, and Facebook marketing to drive people to the city website and “Simply... (Delicious, fun, ...)” promotion during holiday season to attract more visitors to Garnett. Lastly, shared cost of email marketing subscription for tourism purposes. Upon no further discussion, a motion was made by Travis Wilson and

seconded by Paula Wallace to recommend the City Commission approve this request. The motion passed 5-0.

City Manager Weiner entered the meeting at 5:10 p.m.

Susan brought before the Committee the Fall Family Festival. The concept of a festival of family friendly activities brought up by Commissioner Cole, such games, outdoor movie for teens, local youth bands, food trucks, brew tasting, street dance, etc. The initial thought this year was to propose having it in conjunction with the Lake Garnett Grand Prix Revival. Other ideas were to call it "Trucktober Fest". However, in seeing that Trade Winds is having an outdoor event, Susan expressed not wanting to interfere with that event. Some information gathering has been done. Susan asked the Committee for direction. The Committee suggested looking at the fourth Saturday in October of 2020 and to see if there was interest from other organizations to participate. It was agreed that there is not enough time to successfully organize and host the event this year in order to meet the goals of having this event.

In other business, Tom reported that the new play by the Chamber Players will begin soon. Susan shared that she is doing some research on Airbnb and special use permitting for discussion at the next meeting. Sue Differentcloud shared with the Committee the motel changes hands to a new owner on August 21, 2019.

The next meeting of the Garnett Tourism Advisory Committee will be Wednesday, September 4th, 4:30 p.m. at City Hall.

There being no further business, a motion was made by Tom Emerson Jr. to adjourn the meeting. Laurel Ladewig seconded the motion. The motion passed, 6-0. The meeting adjourned at 5:30 p.m.

Minutes recorded by Susan Wettstein.