

Garnett Tourism Advisory Committee
Meeting Minutes
January 4, 2022

The Garnett Tourism Advisory Committee met on Tuesday, January 4, 2022, at City Hall. The meeting was called to order at 4:34 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, Krystal Baugher, and Helen Norman, committee members. Absent: Laurel Ladewig and Nicole Stevenson. Also, present: Susan Wettstein, Director of Community Development and Tourism, Guest Paula Scott with Growing Garnett Community Heart and Soul, and Kris Hix, Administrative Assistant.

Paula Scott, with Growing Garnett Community Heart and Soul provided a community survey for the committee to fill out. Paula explained that part of the process over the last two years had been to collect data from the community to find out what the citizens collectively would like to see for Garnett. Paula also invited committee members to help sort through the collected data and learn more about that data and how it can be utilized. The committee thanked Paula for her time.

Approval of Minutes

Helen Norman made a motion to approve the minutes from December 20, 2021, as written. Vice-Chair Paula Wallace seconded the motion. The motion passed unanimously (4-0).

Financial Report

The financials provided from the previous meeting were unchanged. Cash balance is \$68,526.33. As we begin a new year there is \$25,000 budgeted for TGT Grants, \$7,500 in In-House Marketing, and \$2,500 for Programs.

Old Business

New Event Contest Winners-TGT Requests:

The Committee considered the marketing grant request from the Walker Art Committee for Transient Guest Tax Funds in the amount of \$1,018 for the advertising of "An Evening with the Walker" to be held on November 12, 2022, at the Rustic Rock event venue (formerly Prairie Belle's). This event is a 2022 New Event Contest winner. The anticipated attendance for this first year is 150 people. The application includes local advertising meeting the 70/30 rule (maximum 30% of request local). A motion was made by Tom Emerson Jr. and seconded by Helen Norman to recommend to the City Commission to approve this request as written. Motion passed unanimously.

The Garnett BPW submitted a marketing and non-marketing request to support their 2022 New Event Contest winning entry, "Laugh, Laugh Love: A Night of Comedy & Charity Handman/Date Auction to be held on March 5, 2022, at The Chamber Players Community Theatre. Both requests were amended by the representative of the organization, Krystal Baugher. The marketing request was originally \$759. She asked that the newspaper advertising with the Miami County Republic and the Ottawa Herald be removed, and the total marketing request be revised to the sum of \$510. The non-marketing request list

of purchases in the application total \$1,800 in expenses, but the request was for \$1,000 from this list. Ms. Baugher asked that \$700 in expenses be removed (snacks and alcohol) and that the total of the non-marketing request be considered at \$1,100. Therefore, the grand total of these two grant requests is \$1,610. The anticipated attendance for this first year is 100 people, which is the maximum capacity of the theatre. There is no local specific advertising requested in this application. A motion was made by Tom Emerson, Jr. and seconded by Paula Wallace to recommend to the City Commission the approval of this funding request totaling \$1,610. The motion passed unanimously.

The Committee reviewed the marketing application request submitted by Growing Garnett Community Heart & Soul for the advertising of the 2022 New Event Contest winning event, "Garnett's Home and Garden Expo to be held on April 2-3, 2022. The total of this request is \$4,526.60. While page 1 provides anticipated attendance at 1,000 people, the narrative page shows they are now planning not a one-day but a two-day event and are hopeful to draw as many as 7,000 people over this extended time period. Discussion was held by the Committee on the various vendors and forms of advertising within this request. Tom Emerson, Jr. made a motion to suggest the recommendation to the Commission to move the \$261.60 advertising with the Anderson County Review and add it to Facebook advertising and to approve the request in the amount of \$4,526.60. Krystal Baugher seconded the motion. The motion passed unanimously.

New Business

Board Vacancy:

The committee briefly discussed the board vacancy, and that it would be advertised.

Staff Report:

Director Susan Wettstein stated that staff would be revising the Garnett brochure and that Kris and Susan were currently completing the mailing of *Town Talk*. One of her desired goals for 2022 is to look into having a magazine created that would represent all Garnett offers, that could combine/replace some of the current brochures and be offered digitally as well.

On behalf of the Garnett Area Chamber of Commerce, Executive Director Kris Hix shared the good news of the award nominees for the upcoming annual banquet to be held on January 27th.

Adjournment

With no other business to come before the committee, a motion was made by Chairman Tom Emerson, Jr. to adjourn the meeting. Helen Norman seconded the motion. The motion passed unanimously (4-0). The meeting adjourned at 5:20 p.m. The next meeting will be held on February 1, 2022.

Minutes respectfully submitted by Kris Hix, Administrative Assistant.