

Garnett Tourism Advisory Committee  
Meeting Minutes  
April 12, 2023

The Garnett Tourism Advisory Committee met on Wednesday, March 8, 2023, in the Commission Room at City Hall. The meeting was called to order at 4:39 p.m. with the following members present: Tom Emerson, Jr., Chairman, and committee members, Krystal Baugher, Helen Norman, and Nicole Stevenson. Absent were Paula Wallace, Vice-Chair. Michaela Reed, and Laurel Ladewig. Also present was Kris Hix, Director of Community Development and Tourism.

#### Approval of Minutes

A motion was made by Tom Emerson, Jr., Chairman. and seconded by Nicole Stevenson to approve the minutes of March 8, 2023, as written. The motion passed unanimously (4-0).

#### Financial Report

The cash balance of the Transient Guest Tax Fund as of April 12, 2023, is \$75,894.38. This includes the disbursement in February in the amount of \$8,977.81.

#### New Business

##### Transient Guest Tax Application-Lake Garnett Grand Prix Revival

The committee discussed the various marketing avenues in the application, and what would happen if the entire amount of \$6,750, which would bring the remaining funds available for remainder of 2023 to \$3,655.68. Nicole Stevenson stated that she thought the event was great, but shared concerns with using a large portion of the remaining budget this early in the year. Krystal Baugher suggested cutting the Anderson County Review in the amount of \$650, and the Video Production in the amount of \$2000, which would still leave Direct Mailing and Digital ads over multiple social media sites. Tom Emerson, Jr. suggested mailing flyers inside the utility bills, which had been discussed with City Staff, and saving about half the advertising cost with the local newspaper, as the printing of 1500 flyers to go in utility bills would be \$300. Helen Norman asked if the flyer could also be emailed to customers who receive their bill digitally. The committee discussed whether that was feasible with privacy, extra work for current city staff, and if there would be legal issues involved. Helen Norman also suggested the possibility of adding the information on the bottom of the utility bill. Tom Emerson, Jr. stated that he felt the flyer being mailed was a better way to reach more locally than advertising in the newspaper, which goes only to those who subscribe to it. The committee discussed what portion of the event's revenue is donated back to the Garnett Community. The committee discussed bringing the total to \$4,100, which would leave \$6,305.68 in the budget for the remainder of 2023. The committee agreed that they did not anticipate another large amount, but expressed concerns that they would give the funds and then get a large request, or not give the funds, and then have more left over that

did not get utilized. Tom Emerson, Jr. made motion to recommend the application to the City Commissioners for approval of \$6,100 of the \$6,750 submitted, removing \$650 of advertising in the Anderson County Review, and utilizing flyers in mailings with the City utility bills. Nicole Stevenson seconded the motion. The motion passed. (3-1).

#### Staff Report

Director Kris Hix shared with the committee that Sprint Town Talk was mailed on time. Kris stated that Celebration of Service plans are moving forward for the May 18, 2023 event. Kris also shared that BAK plans continue for June 16-17, 2023. Kris stated that she participated in the EDA Grant Webinar and compiled some valuable information that could benefit the community, and that she was currently preparing work orders for Square Fair and the car show in June.

#### 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 (4-0). The meeting adjourned at 5:12 p.m.

The next meeting will be held on Wednesday, May 10, 2023, at 4:30 p.m. in the Commission Room at City Hall.

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