

Garnett Tourism Committee
Minutes
April 13, 2016

The Garnett Tourism Committee met on April 13, 2016 with the following members present: Tom Emerson Jr., Chairman, Cecilia Lamb, Vice Chairman, Susan Caron, Brogen Katzer, Charlotte Lutz, Scott Rogers and Travis Wilson, members. Also attending: Joyce Martin, City Manager, Susan Wettstein, Community Development Director and Desiree Donovan, Administrative Assistant/GACC Director.

The meeting was called to order at 5:33 p.m.

Positive Tourism Observations: Susan Caron noted she thinks the town is looking better, more desirable. Cecilia commented that the ACHS Play was a play by Gary Stapp and the students did an outstanding job. Tom mentioned that there was a PEO luncheon at the theatre recently that brought visitors from Chanute, Iola, Burlington and other communities. Joyce said that Garage Sale Day was a busy day for retailers, with Short Stop, Casey's and El Jimador all saying that they had to call in more help because they were swamped.

Approval of Minutes - A motion was made by Susan Caron to approve the minutes of February 3, February 17, March 15 and March 18 as written. Scott Rogers seconded the motion. The motion passed unanimously.

Financial Report

Joyce presented the Transient Guest Tax Report. The balance of uncommitted funds as of March 1, 2016 is \$8,762.56. She received notice that the City will be receiving \$6,699.00 for the next TGT distribution to be received by the next tourism meeting. A request was made to see a financial report showing what the TGT distributions have been to compare this year over previous years. Joyce will provide that at the next meeting.

Old Business

Big Rural Brainstorm: Susan Caron stated that she learned other communities pride themselves in welcoming new residents and so the GACC Ambassadors make gift bags with community connection information, along with homemade cookies and the Ambassadors had delivered these to new residents recently. Desiree also commented that the Pride surveys had indicated that some people did not feel welcome when they moved here. Susan Caron said when welcoming new people to town the Ambassadors are telling residents to be sure and call them if they are having issues or need assistance and the Ambassadors will do what they can to help. Brandon Gates, Mayor of Kincaid, and Rosanna Bauman also attended courtesy of Garnett Tourism.

Social Media Symposium: There were 29 people that signed up with 25 in attendance on March 29th. The event had to be moved from the high school to the Garnett Public Library. The feedback received by participants varied but many wanted some additional help. Desiree and Susan will meet with symposium participants again on April 18th in the Archer Room at the library to help them one-on-one to help them reach their goals when using Facebook. The overall vibe was the attendees found the event helpful and felt more confident afterward.

Project Garnett Remembers: Thirty-four banners were sponsored representing 38 individuals during this first round of project promotion. Susan Wettstein reported that the Electric Department hangs 41 banners up between what is on the poles on the town square and Highway 59. This project will continue through July 4 and then will be offered next year, with the goal to have additional banners flying down Park Road. Electric Department Superintendent also suggested flying them on 6th Avenue, if necessary. Susan will be receiving a proof of the banners by April 21st. The banners will need to be ordered no later than May 5th.

Susan suggested a special ceremony be held on an evening just prior to Memorial Day Weekend in which perhaps the Community Band could perform patriotic songs, an invocation followed by a speech from a City Commissioner and then the names of each banner honoree could be read. Joyce is already trying to contact the Community Band leader. The date for this event is still tentative as of this meeting.

PRIDE Update: Joyce reported that the Governing Body gave their full support to re-establish Garnett as a Kansas PRIDE Community. She is giving the Commission the list of people who completed the PRIDE surveys saying they had interest so that the Commission can select board members and adopt a resolution.

Kansas Sampler Festival: The festival is May 7-8 in Winfield. Desiree and Susan will be manning a booth representing Garnett/Anderson County. Susan stated that she is working with an artist to create a one-foot square and a two-foot square quilt block as requested by SEK Tourism. The Southeast Kansas tent will have a quilt barn theme. GACC Ambassadors have been helping fold brochures for this event.

New Business

New TGT Requests: None.

Expiration of Board Member Terms: Tom Emerson Jr., Charlotte Lutz and Brogen Katzer are up for renewal of their three-year terms as of May. Brogen wished to resign due to a job opportunity in Chanute. Charlotte asked that she be replaced. Tom expressed willingness to be reappointed. The following names were submitted as possibilities for new committee members: Nicole or Matt Stevenson, Terry or Teresa Ellsworth, and Jody Troyer.

Reports: Reports by Susan Wettstein and Desiree Donovan were sent by email to the committee prior to the meeting and are hereto attached to the original copy of these minutes. Scott questioned what the editorial in the Review was about. Discussion was held summing up that work is in progress to meet the objectives noted in the article, and many things are going on that are not necessarily bragged about, along with some misconceptions.

Committee Tour: Members asked that we go geocaching. This will be arranged for the June meeting.

There being no further items to discuss until a quorum is met, Chairman Tom Emerson Jr. adjourned the meeting at 6:26 p.m.

Minutes recorded by Susan Wettstein.

Reports: (See next page)

Susan's Tourism Report for April 13, 2016

Since we have not had a quorum for the last couple of months, I look forward to this meeting so that the minutes and financials can be approved, and those that attended the Big Rural Brainstorm can report on what they learned.

There were 29 people that signed up to attend the Social Media Symposium that was held on March 29th. Some of them were city employees in which no fee was charged. Twenty-five turned out for the event and a lot of positive feedback. The event did not go as planned at the high school, but thanks to the staff at the Garnett Public Library our Plan B sufficed. Desiree and I will share some things about this at the meeting, but want to let you know that there will be a social media roundtable on April 18th at the library beginning at 6:00 p.m. We will go one-on-one with attendees to help them understand and gain confidence in their use of Facebook and Facebook advertising, no matter what level of knowledge they have.

We conducted a follow up survey via Survey Monkey with attendees of the Social Media Symposium. Eleven responded. We can share the results with you by email.

We need direction from Joyce and/or the City Commission on whether to pursue the establishment of a PRIDE Committee or not.

As of this date we have 34 sponsors of pole banners for the Project: Garnett Remembers patriotic banner project. Those 34 sponsors represent 38 different people who served or are currently serving our country. All the photos and data have been sent to the banner design company. Proofs will be made available to us by April 20th. These banners will arrive the first part of May in plenty of time for installation prior to Memorial Day. I am thinking of seeking advice from Joyce, the Commission, and possibly the VFW/American Legion and the Community Band, to see if a special commemorative event could take place on Thursday, May 26th in the evening. A ceremony where the names of everyone who is on a banner is recognized, maybe words from the Mayor, color guard and national anthem, and prayer on the town square. Thoughts?

We have an RV camping group coming the weekend of Square Fair/Air Fair specifically because we have two events happening that would appeal to both men and women on the same weekend. They have reserved the campsites on the east side of Lake Garnett, with plans to get and shop.

I have received some calls of support for our tourism efforts after the recent Editorial about tourism in the *Review*. I even received a call from a state employee who works for tourism. I am rather neutral on the comments that were made but Desiree and I have discussed the editorial and have a strategy in which to help economic development rise to the accolades of tourism!

We have lost 2 restaurants in Anderson County in the last month, Casa Grande and Duffy's.

If you didn't see the current issue of Town Talk, then be advised that the City and County are working together to chip and seal the road that leads into Cedar Valley Reservoir. If maintained, this will be an improvement that RV campers and boaters will like, as the gravel and dirt can be very harsh on those types of expensive toys. Joyce can expand at the meeting on the other improvements happening this year in city parks, including the reservoir. City parks are a major generator of tourism for us. In times of tight budgets we appreciate the efforts being made with a vision for the future of our community.

We continue to print materials and get ready for our booth at the Kansas Sampler in Winfield, May 7-8. Chamber volunteers have been helping fold brochures, etc. We will be working on creating an inviting booth display.

Desiree and I plan to launch the www.simplygarnett.com website the end of April. Add to that an email I just received from the state giving a 5% discount on 2017 Kansas travel Guide listings if placed before May 13th, and all I can say is - the deadlines just keep coming!

Please note that there are 3 committee members whose terms are up in May: Brogen, Charlotte and Tom.

I look forward to seeing everyone tomorrow afternoon (Wednesday, April 13th) at 5:30 p.m.

Thank you.

GACC Office Report

Desiree Donovan

March 2016

Membership

6th Ave. Boutique & Bronze	Garnett True Value
All In One Pest Control	Garnett Vision Source
Anderson Co Fair Association	Golden Heights Living Center
Anderson County Advocate	Goppert State Service Bank
Anderson County Corn Festival	Guest Homes Estates VII
Anderson County Hospital	HayesBrand Molding, Inc
Archer Insurance Agency	Helen Norman, ViVi Jewlery
Askins-Beller Retail Liquor	Hepner Appraisal Service
Auburn Pharmacy	Jim & Lou Ann Shmidl
Barney's Liquor	Kansas Corn Growers Association
BG Consultants	Kansas Property Place
Blackhorse Trading Co.	KIKS KIOL
Brummel Farm Service	KOFO Radio
Burns Dental Laboratory	L & M Catering
Can-Cocktions	Maloans
Casey's General Store # 1336	Midwest Cleaning Service
City of Garnett	Miller Hardware
Country Mart	Neosho County Community College
Craig E. Cole, Attorney At Law	Paula Sjorlund, Avon
Daylight Donuts	Prairie Belle's Kitchen & Catering
Dornes Insurance Agency	Refined Recherished
Earl & Ann Lizer	Ryan Disbrow Agency
East Kansas Agri-Energy	Sandi Otipoby, DDS
El Jimador	Sandra's Quick Stop
Everything Else	Sandy Sample
First Baptist Church	Scipio Supper Club
Floral Expressions & Salon	Short Stop
Front Row Sports	Tax Time Service Inc.
Garnett Area Paint Project	Chamber Players Community Theater
Garnett BPW	The Kirk House
Garnett Dairy Queen	The Schulte Agency
Garnett Flowers & Gifts	USD 365
Garnett Knights	Wettstein Auto & Welding
Garnett Lions Club	Wolken Tire
Garnett Mini Storage	Yoder's Country Store
Garnett Publishing	
Garnett Sonic	

- **Ambassadors**
 - Met 04/13/16 @ Prairie Belle's Kitchen.
 - Discussing office coverage and event planning.
- **Past Events**
 - Our final Easter Egg Hunt went well, THANK YOU!
 - Spring CWGS 4-9-16 - will send after event report survey
- **Outreach**
 - Coalition Meeting 04/18/2016
 - Social Media Symposium 03/29/2016
 - SEKRT 03/17/2016
 - Town Hall with Senator Moran 03/28/2016
 - Garnett K of C Facebook Page
- **Upcoming**
 - Golf Tournament 06/11/2016
 - Libertyfest 07/02/2016