

Garnett Tourism Advisory Committee  
Meeting Minutes  
October 9, 2019

The regular meeting of the Garnett Tourism Advisory Committee was called to order at 4:35 p.m. on Wednesday, October 9, 2019, with the following members present: Tom Emerson Jr., Chairman, Paula Wallace, Vice-Chairman, Travis Wilson, and Laurel Ladewig. Absent: Susan Caron, Nicole Stevenson, and Sue Differentcloud. Also present: Susan Wettstein, Director of Community Development and Kris Hix Administrative Assistant/Chamber Director.

#### Positive Tourism Observations

The Chamber Players Community Theatre had record-breaking sales for their August/September show. They are currently working on their Christmas show and have one performance sold-out already.

#### Approval of Minutes

A motion was made by Paula Wallace to approve the minutes from September 4, 2019. Motion seconded by Travis Wilson. Motion passed 4-0.

#### Financial Report

Susan presented a copy of the financials as of October 8, 2019, showing of the budgeted \$30,000, a remaining balance of \$21,889.94. This is reflected after paying the reimbursements in the amount of \$6,665.06 in grants and \$1,445 in marketing costs to date. The total received to-date in Transient Guest Tax from state disbursements is \$20,277.81, with one more disbursement yet to be received in November.

#### Old Business

##### Mystery Tour Update:

The Mystery Tour with 57 participants on September 19 hosted by Garnett Tourism was a success. The bus group enjoyed Dutch Country Café, Downtown Garnett, the Harris House, Schmucker's Herbs and Country Store, and pie and ice cream during a performance at The Chamber Players Community Theatre.

Fly Kansas Air Tour Update: The Air Tour on October 26 had good turnout with over 40 aircraft landing at the airport. The Garnett Farmers Market, Monroe 816, Genco, K-State Aviation Academy, Air Med, and several other entities were represented. Staff from the Kansas Department of Transportation-Aviation Division were there and presented the City with a plaque.

#### Tourism Initiatives:

Survey cards at motels - Comment cards have been delivered to the motels. Kris will check to see if any need picked up.

#### New Business

Transient Guest Tax Application was received for promotional advertising of the 49<sup>th</sup> Annual Garnett Area Chamber of Commerce Christmas Parade. Chairman Tom Emerson asked Kris Hix if there was anything the Chamber wanted to say in addition to the application. Kris discussed how/where the funds will be used (newspapers, radio, social media).

It was noted that the application's request for funding conforms to the 30/70 rule. Susan shared the report on the Tourism Fund, showing that with this amount included the amount encumbered to exceed the line item budget of \$20,000 budgeted for grants; however, it still falls within the total Tourism Budget in the amount of \$30,000. Susan reported that the Lake Garnett Grand Prix Revival has already let her know that they will not be using the entire amount granted to them due to not knowing if the event would be cancelled and therefore, they did not fully execute the advertising as originally planned. It appears that once reimbursements are made for this year that the \$20,000 budgeted specifically for grants will not be entirely used. Tom asked if there were any more questions, and there were none. Motion to recommend to the City Commission approval of the application as submitted in the amount of \$1,905 was made by Travis Wilson and seconded by Laurel Ladewig. Motion passed 4-0.

Cornstock 2019 was cancelled due to severe weather. The festival committee is in the process of researching if it is possible to have the entertainment return. Susan stated there would more information available once the Cornstock Board of Directors meets.

Sue Differentcloud has resigned from the Tourism Committee, due to taking another job. There is now a vacancy to be filled.

#### Staff Reports

Kris shared that, "I'll Be Ma'HOMEs for Christmas!", was announced as the 2019 GACC Christmas Parade theme. She also stated that the Small Business Saturday/Shop Small promotion would be in conjunction with the Christmas Parade, as well as the Fire Department's Annual Soup/Chili Supper Fundraiser.

Susan reported that the Electric Department has been working with Bo Harris on the new speaker system for the town square. The City is currently waiting on more wire to arrive. The intentions are for the system to be ready to go for the Lake Garnett Grand Prix Revival on October 11-13.

Susan explained the ACT Work Keys Program to the committee and how Kris and Susan are working to help Economic Development promote it. Susan said Kris, as the Chamber Director, has been working with E.D. Director Julie Turnipseed as a member of the Workkeys team, to help promote Garnett as a Work Ready Community. Kris is also helping with promoting Morning Mingle and providing social media tips for businesses. Susan and Kris will be attending the Kansas Tourism Conference, October 20-24.

#### Adjournment

Motion to adjourn made by Travis Wilson and seconded by Paula Wallace. Motion passed 4-0. The meeting adjourned at 5:37 p.m.

Minutes Respectfully submitted by Kris Hix.