

Garnett Tourism Committee  
Minutes  
December 7, 2016

The Garnett Tourism Committee met in the Commission Room at Garnett City Hall with the following members present: Tom Emerson Jr., Chairman, Cecilia Lamb, Vice Chairman, Susan Caron (arriving late), Robert Risch and Travis Wilson, members. Also attending: Joyce Martin, City Manager, Susan Wettstein, Community Development Director, and Desiree Donovan, Administrative Assistant/Chamber Director. Absent: Nicole Stevenson and Paula Wallace, members.

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

Positive Tourism Observations: Compliments were made on how beautiful the town square looks. There was a great turnout of people to the GACC Christmas parade. The fire department chili supper was very busy, both before the parade and after the parade. Tom reported that the Chamber Players Community Theatre has sold out every performance date for their current production.

Approval of Minutes - A motion was made by Cecilia Lamb to approve the minutes of November 2, 2016 as presented. Bob Risch seconded the motion. The motion passed unanimously.

#### Financial Report

Joyce presented the Transient Guest Tax Report. The balance of uncommitted funds as of November 30, 2016 is \$16,229.44. Expenses included reimbursement of the Lake Garnett Grand Prix Revival TGT, Kansas Tourism Conference expenses for Susan Wettstein's attendance, advertising in the 2017 Kansas RV & Camping Directory and brochure paper costs.

#### Old Business:

TGT After Event Reports: The After Event Report for the Lake Garnett Grand Prix Revival was sent by email to the committee prior to the meeting. Susan Wettstein noted that their initial request was for \$2,467. The amount eligible for reimbursement was \$1,726.69. The LGGPR expressed appreciation to Susan of all the help with the TGT funding and to extend gratitude to the City Commission for the grant.

Geocaching Committee Report - At the last meeting Susan Wettstein said that she would contact the committee to arrange a time during a weekend to look at other locations to plant caches. Due to a busy November and December schedule, this project will be postponed until January or at such time weather and schedule allow members to meet. The next adventure will be to visit the Gerth Cabin and Spencer Bridge in Greeley. Tom asked if we had knowledge of how many visitors our geocaches have had to which Susan replied she receives an email each time someone logs in and perhaps 3 to 4 visits had been logged at each of the 3 locations so far. We will plan to promote geocaching of the local area once we have a few more caches planted.

#### New Business:

New TGT Requests: None.

#### 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.

Other: Susan sent a list highlighting the accomplishments of Garnett Tourism over the course of 2016 to Tourism Committee members prior to the meeting (see Marketing Action Plan below).

Desiree reported that her work involving the Chamber to be a Neighborhood Champion host of the 2016 Small Business Saturday was deemed very successful with many businesses embracing the concept. November 26th was a busy day for area businesses.

Desiree brought up the need for photos of city facilities for promotional use. Staff does not have the time to go out and take pictures. Bob suggested contacting the Yearbook Club at ACHS. Travis suggested contacting the 4-H Clubs.

(Susan Caron entered the meeting at 5:53 p.m.)

2016 Garnett Tourism Marketing Action Plan - Review: Susan Wettstein asked to table this until next month. She has the review completed except for putting the actual dollars spent in it according to the plan. City hall office staff has been busy working on a computer software conversion and there has not been a good time to be asking for financial reports. So in place of the plan for this meeting she had prepared the list of highlights. The Plan will be on the January meeting agenda. Some discussion was held but will be continued at the next meeting.

There being no further items to discuss, Cecilia Lamb made a motion to adjourn the meeting. Travis Wilson seconded the motion. Motion carried. the meeting adjourned at 6:15 p.m.

Minutes recorded by Susan Wettstein.

Reports: (See next page)

Report by Susan for December 7, 2016 Tourism Advisory Committee meeting:

Website visits for November were 15,097.

Work continues on revamping the tourism brochure, a new history brochure and facilities guide. We have launched several e-blasts and social media campaigns focused on promoting holiday activities, not only in Garnett but Lone Elm, Colony and Westphalia.

I am working on a 2016 review of the Tourism Marketing Action Plan that will be provided on or before the December Tourism Advisory Committee meeting. The After Event Report for the Lake Garnett Grand Prix Revival will also be provided.

With the finalizing of special events calendar for 2017, we have posted event information with photos on [www.travelks.com](http://www.travelks.com). Awaiting a new list of tour operators from the Tour Kansas organization so that we can target new leads. We will be searching for the organizers of upcoming class reunions and meeting planners to be sure their attendees are provided welcome bags.

With the holidays and subsequent activities on the weekends, I have not established a date to gather to plant more geocaches. We will wait until January or weather permitting to continue this project!

Desiree and I are currently plotting strategy to aggressively begin our 2017 Tourism Marketing Action Plan and working on the Winter 2017 Town Talk.

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# Garnett Area Chamber of Commerce

## Office Report

November 2016

- **MEMBERSHIP**

RENEWAL INFORMATION HAS BEEN SENT

SEVERAL MEMBERS HAVE STARTED TO RENEW

- **AMBASSADORS**

- Will begin meetings in February

- **PAST EVENTS**

- CHRISTMAS PARADE
- SMALL BUSINESS SATURDAY

- **OUTREACH**

- Tourism Meeting 12/7/16
- Met with businesses 11/14-11/17
- Christmas Parade Meetings 11/14 and 11/15

- **UPCOMING**

- Annual Banquet – January 26, 2017

- **OTHER**

- New database is complete!
- WE were accepted as Small Business Saturday Champions, you might have seen SBS materials around town on Saturday!

The next Chamber Board meeting will be on December 8, 2016 at 5:30 p.m. at the old Chamber office.

*All members are welcome to come and provide ideas or give feedback at meetings from 5-5:30.*