

Garnett Tourism Committee
Minutes
August 3, 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, Nicole Stevenson, Paula Wallace and Travis Wilson, members. Also attending: Joyce Martin, City Manager, Susan Wettstein, Community Development Director and Desiree Donovan, Administrative Assistant/GACC Director. Absent: Scott Rogers.

The meeting was called to order at 5:30 p.m.

Positive Tourism Observations: A great geocaching meeting was held just prior to this meeting. Compliments were made on the new handicap/mommy and baby swing installed at the Tot Lot in the North Park. Joyce shared that an individual came into City Hall and donated \$500 to be used in the park because they were impressed with that swing and what the City is doing. Joyce said that the Garnett Community Foundation Board has directed the funds raised at this year's Pub2Pub be for park improvements as well. Nicole spoke of the "ton of kids" that came to participate in the Garnett Area Paint Project Week. They accomplished a lot and she was very pleased with seeing the community support in providing cookies and refreshments for the camp youth workers. The disc golf course is progressing. A good discussion was held about playgrounds and parks. Cecilia noted that the new parking lot for the Garnett Senior Center is looking nice and a welcome addition especially during downtown events.

Desiree thanked those that attended the prayer vigil. Approximately 300-350 people attended, while Joyce noted the firemen fed 250 meals during their barbecue fund-raiser. Kudos to Desiree for all of her hard work in organizing the prayer vigil and promoting these events.

Approval of Minutes - A motion was made by Cecilia Lamb to approve the minutes of July 6, 2016 as written. Travis Wilson seconded the motion. The motion passed unanimously.

Financial Report

Joyce presented the Transient Guest Tax Report. The balance of uncommitted funds as of July 1, 2016 is \$10,308.29. This is after receiving TGT distribution for last quarter, among other revenues and expenses.

Old Business:

Geocaching Committee Report - There were a list of locations to consider with the goal of hiding a minimum of two (2) geocaches before the next meeting. A copy of the minutes of this sub-committee will be attached to these minutes.

Sports KS Night - Due to vehicle issues, Desiree was unable to attend the SportsKS meeting in Pittsburg last week. Susan's report sent by email with the agenda outlines our intent. She will gather more information about participating.

Pride Committee - Joyce said she has two people interested but that the City's budget is her first concern right now and she does not have the time to pursue a pride committee at this time.

New Business:

New TGT Requests: None. The After Event Report for BPW Square Fair was emailed to the Committee. There was no further discussion.

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.

In addition to Susan's written report she shared that the new SimplyGarnett.com website had 14,645 views during the month of July and viewership seems to be steadily increasing each month. Desiree and Susan are helping Economic Development Director Dennis Arnold with hosting a holiday season planning workshop that also shares ideas on promoting Small Business Saturday (Saturday following Black Friday). The event will be held on August 17th in the Archer Room. It is free to participants, sponsored by ACDA, and the training is provided by the Kansas Small Business Development Center at Pittsburg State University.

Tom asked if there were any possible grant writing workshops that we could host; possibly through Wichita State University or other? Staff will look into this.

Susan added that she had spent \$15 on boosting a post that directs Facebook users to the "Available Properties" page on the SimplyGarnett.com website. With 6 days yet to run the post has 2,262 reaches, 195 engagements, 131 likes and 15 shares. The demographics show 68% of those engagements are women ages 45-54, 32% are men ages 55-64. This gives us an idea of who is looking and that we need to consider ways in which to reach the younger demographic to encourage entrepreneurship and new business startups. There is still \$9.45 left of the \$15 budgeted to be used in the next 6 days.

Desiree shared information about the Anderson County Coalition meeting to be held Monday, August 8th at 1 p.m. at the Annex Building. Anyone belonging to an organization is invited to attend. She described that the meeting is to help each other find resources, support and to be in the know of what is happening in our community.

Tom asked if there is a way to promote Libertyfest during Christmas, saying that there is such a thing as "Christmas in July", and therefore is there a way to promote "July at Christmas" to help fund Libertyfest for next year. Discussion was held.

Tom also mentioned there was a nice article in AAA Magazine about the Prairie Spirit Trail.

Susan invited anyone who would like a "This Town Talks" t-shirt to purchase one. She had ordered a few more. The t-shirts are \$10 each.

There being no further items to discuss, a motion was made by Cecilia Lamb to adjourn the meeting. Susan Caron seconded the motion and the meeting adjourned at 6:12 p.m.

Minutes recorded by Susan Wettstein.

Reports: (See next page)

Geocaching Committee Meeting
Minutes
August 3, 2016

The Geocaching Committee met in the Commission Room at Garnett City Hall with the following members present: Tom Emerson Jr., Cecilia Lamb, Nicole Stevenson, and Paula Wallace. Also attending: Susan Wettstein, Community Development Director and Desiree Donovan, Administrative Assistant/GACC Director.

Paula explained that geocaches are to be at least one-tenth of a mile apart from each other. Discussion ensued on possible locations. Those include the Harris House, Kirk House, Anderson County Historical Museum, Santa Fe Depot, campsites in all Garnett parks, golf course (near entrance), Anderson County Hospital walking trail, Yoder's Country Store, Emerald Church, Gerth Cabin. Discussion circled around all communities within Anderson County. Susan used her app in which to locate many geocaches in Anderson County.

Nicole shared that through her research some community websites put information about geocaching on the home page of their websites. Staff will follow up on this.

Tom suggested that we ask geocachers to take a photo of themselves and tag us on Facebook saying they found geocaches here and then through tagging we can follow up and give them a prize. Also suggest the geocach container have a QR code that takes them to our website.

Paula shared unique ideas on how to engage geocachers. Example was a geocach site where there was a container and inside the container were many small bottles. You had to then open the bottles until you actually found the right one containing the recording slip. A virtual geocash: Directs you to a location by coordinates. You then log an answer to a question, take a picture to prove you were there.

Susan suggested at the close of the meeting that we make a goal to plant at least 2 geocaches by the next Tourism Committee meeting (September 7th). Paula will research some containers and Susan and Desiree will talk with location owners to verify permission to plant geocaches on their property.

The meeting adjourned at 5:30 p.m.

Minutes recorded by Susan Wettstein.

Susan's Report for August 3, 2016 Tourism Advisory Committee:

Website work continues with the goal of letting go of the old web platforms sometime in August. We continue to send e-blasts out about the various events with an above average open and click rate. I received a call today from Jess Rockers wanting us to promote the fair carnival wristbands on social media and Channel 20. We scheduled social posts for the tractor pull and will do the same for the fair. We'll also be sending out an e-blast soon. Also, Ruth Pracht was in asking for us to reconsider having at least one table (tourism or chamber) at the fair tent night. The Chamber will be having a booth with Chamber Board members manning it the evening of August 3rd.

Received a request from CB Harris to provide the Lake Garnett Grand Prix Revival organization with 300 welcome bags by August 1. Chamber Ambassador Twyla Duryea has been working diligently on this for us. However, several pleas to area businesses for coupons or promotional pieces to include in the bags have resulted in only a couple of responses.

Kudos to Frank and Joyce Martin, for helping distribute flyers in kiosks. That is a big help. I filled brochure racks at the depot, library and refreshed the kiosk in the Donna Harris Memorial Park today. They seem to need it on a weekly basis.

Desiree and I are assisting Dennis Arnold in promoting and hosting a free Holiday Planning Workshop for area businesses, sponsored by ACDA. The workshop focuses on retail, service and restaurant businesses and also covers the optimizing sales during "Small Business Saturday" which is typically right after "Black Friday". The workshop will be held on Thursday, August 17th at 5:30 p.m. in the Archer Room at the library.

I am out of the office July 27-29, so Desiree is going to attend a SportsKS meeting in Pittsburg on Thursday, July 28th. There is a major sports conference, SPORTS - The Relationship Conference, September 12-15, 2016 in Overland Park presented by Sports Events Magazine and the National Council of Youth Sports. We are working on compiling a park facilities guide and we (Garnett Tourism) is a member of SportsKS. SportsKS is working on a night event during the conference to promote sporting event planners to utilize Kansas communities and their facilities. I am hoping that Desiree will learn how we might be involved and/or promote Garnett at this event by her attendance at the meeting in Pitt. The link to this conference is:
<http://www.ncys.org/events/sports-institute/sports-institute.php>

The ten (10) "THIS TOWN TALKS" t-shirts flew out the door within 3 days after Town Talk was mailed out. So I guess there are some people that read it!

These are the topics to highlight in my report and save time going over them at the meeting. I will have more to report at the meeting Wednesday, August 3rd.

Susan

Dated: Tuesday, July 26, 2016

Garnett Area Chamber of Commerce

Office Report

August 2016

- **MEMBERSHIP**

- NEW MEMBERS

- Mid-American Nutrition

- **AMBASSADORS**

- No meeting this month – no events
 - Coverage this month – Twyla, Susan C.

- **PAST EVENTS**

- **LIBERTYFEST – THANK YOU!**

- **OUTREACH**

- Coalition Meeting
 - Tourism Advisory
 - Leadership training @ Chanute 7/25
 - SportKS Meeting @ Pittsburg 7/28
 - 300 welcome bags to Grand Prix
 - Helen/Paula having booth at Merchants Tent 8/3

- **UPCOMING**

- Tastes & Talents – October 8, 2016
 - Ladies Night Out – October 26, 2016

- **OTHER**

- New email director@garnettchamber.org

The next Chamber Board meeting will be on August 11, 2016 at 5:30 p.m. at Dornes Insurance.

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