

Garnett Tourism Advisory Committee
Special Meeting Minutes
Tuesday, November 16, 2021

The Garnett Tourism Advisory Committee met on Tuesday, November 16, 2021, with the following members present: Tom Emerson Jr., Chairman; Paula Wallace, Vice-Chairman; Nicole Stevenson, Krystal Baugher and Helen Norman, Members. Absent: Laurel Ladewig.

The Committee opened the meeting at 4:30 p.m. to view presentations by those entities submitting entries in New 2022 Special Event Contest. The deadline for entry was Monday, November 15th. The winning organization will receive a minimum of \$1,000 Transient Guest Tax award through the Garnett TGT Marketing or Non-Marketing Grant process for approved expenditures to help with expenses associated with the new special event. This is not a cash award, but funds approved by the City Commission for approved expenses with the event.

There were five (5) entries received by the deadline and all requested time to present in the “Dolphin Tank”, like Shark Tank only nicer!

First up at 4:30 p.m. was Jenelle Klehammer, representing the Walker Art Committee with her presentation of “At the Walker” event. The event to be held at the Rustic Rock event venue in Garnett and consists of a silent art auction, live art auction, wine tasting from local vineyards and a variety of desserts made by local caterers and bakers. There will also be live music performed by local musicians. Tickets will be sold to the event with proceeds to benefit the Walker Art Collection and ACJSHS Arts Program. The event is to be marketed as a weekend event to be held on November 12, 2022, beginning at 6:30 p.m., and will encourage attendees to stay the night, shop, visit the Walker Art Gallery and West Wing Gallery, and other area attractions while coming to Garnett for this event. In the presentation, Jenelle expressed the marketing would be special to those who love The Arts and focus on areas enticing visitors from Lawrence, Emporia, KC Metro, as well as Southeast Kansas area such as Pittsburg.

Within their entry application, they included a sample TGT request for marketing funds in the amount of \$618 to cover Facebook advertising, fliers to distribute, and Happy Ads in the Anderson County Review. The Walker Art Committee’s goal is to establish the At The Walker event as an annual festivity.

Second to present was Krystal Baugher, representing Garnett Business and Professional Women. Their new event idea is, “Laugh, Laugh, Love: A Night of Comedy and Charity Handyman Date Auction”. Krystal shared the details about this event with a little comedy of her own and brought a handyman model, Jacob Gerber to help explain the handyman auction. The night of comedy includes entertainment by Anderson County’s own Lindy Katzer and headlining comedian Andrea Caspari Spears, who has been voted Funniest Female Comic in Kansas City. Both comedians have a good following. Snacks, a drink ticket, entertainment and auction paddle are all included in your ticket. The event would take place at The Chamber Players Community Theatre and tentatively take place the first or second Saturday in March.

The handyman auction includes a variety of date/handyman options, including a flying lesson by a local pilot, a personal chef cooking up dinner for 6 people, a plumber for 2 hours, and a truckload of gravel spread wherever rock is needed; just to name a few.

Proceeds of this event would benefit the Garnett BPW Scholarship Fund, which is awarded annually to local high school students and allow the organization to perhaps increase the scholarship award.

The Garnett BPW also included within their entry application a sample TGT request in the amount of \$759 to be used for Facebook advertising, print advertising in Miami County, Ottawa, and radio with KSNP (Burlington).

The third entry is from Growing Garnett Community Heart & Soul, represented by Sherry Benjamin. Their event is "Garnett's Home and Garden Expo." The event to be held on April 2, 2022, at the Anderson County Fairgrounds, utilizing the Community Building and Quonset Hut, with parking around the event in the North Lake Park. It is a one-day event beginning at 9 a.m. and concluding at 4 p.m. and features everything about home improvements and gardening. Sherry explained there will be featured speakers on home remodeling projects and creating gardens and water features, and tips on what improvements bring more value to your home. Vendors and food vendors will be sought from both inside and outside of the local area. Vendors will be invited that cover every aspect, from building a home from the ground up, furnishings, remodeling, and landscaping.

Volunteers will be members of Growing Garnett, students needing community service hours from the high school and local church youth groups. Sherry shared the infrastructure needs they will need from the City, including electricity similar to the fair for vendors along the Legion Field, barricades, etc.

Their budget shares their vision of spending over \$2,627 in marketing of the event, plus other expenses. Sources of income include vendor fees.

They envision the event to grow into a 2-day event in 2023.

The fourth presentation was presented by Benita Bowman representing Hope Anthem Church. She was accompanied by volunteers, including Anderson County Undersheriff Wes McClain, Christine Steele, Darin and Teresa Schome, and Scott Fagg. The name of their proposed event is "Faith & Blue." Faith and Blue was described as an event that has taken place nationally. Hope Anthem Church in Ottawa was contacted by the Franklin County Sheriff, asking for them to consider helping with hosting such an event in Ottawa a couple of years ago. The event was hosted through a partnership of the Ministerial Alliance in Ottawa and the law enforcement within all of Franklin County and has been well received. While Hope Anthem of Garnett is representing this proposed event, Benita stated it is their desire to partner with the churches and

law enforcement in Anderson County for this event to take place on Garnett's town square/courthouse lawn. The date would be October 2, 2022, from 4 to 6 p.m.

There will be free food, fun activities patrol cars, fire, and EMS vehicles on display. There will also be some nice giveaways for those attending to win. This will be an enthusiastic atmosphere that brings local law enforcement and the community together to build stronger relationships. There will be opportunity for a law enforcement panel to answer pre-determined questions relevant to the community.

Within the entry the infrastructure needs of the City is explained. Donations will be accepted prior to the event for expenses of this event, but should there be extra money left over it will be donated to local law enforcement. While no detailed budget was provided, their primary use of funds would be used to market the event through social media and printing of flyers for distribution to go home with students and on display in businesses Throughout the county.

It was asked what role "Faith" had in this event and the response was that while there may be a couple songs of inspiration sang and there may be prayers over the officers, but other than that, the Faith & Blue utilizes the support of churches and faith-based organizations to bring the community together on common ground with law enforcement to build relationships. But also importantly, this event is to honor all law enforcement and let them know how much they are appreciated. This event is to help make our community safer and build good relations. Undersheriff Wes McClain gave his positive perspective on the prospect of this event happening.

The Anderson County Flywheelers submitted the last entry. Scott Garrett represented the group of men who want to host an Antique Engine and Tractor Show sometime in the summer or early fall. They would like to visit with Tourism and look at the calendar to decide on the best date for the event. The event would be an all-day event at the Anderson County Fairgrounds from 8 a.m. to 5 p.m. and feature working stationary engines and all farm equipment.

While their entry application was concise, Scott's presentation explained a lot. When asked if those bringing in their equipment for display would need to stay the night, he said that most will want to camp next to their displays, and some will stay in motels or RV Parks, but those attending from a distance will be staying overnight in Garnett.

Scott explained this is an educational, ag heritage event and how people enjoy watching the engines work. Especially those in the farming community enjoy this type of event. It was asked if the same kind of event in Ottawa would hinder this event and he explained that it would more likely enhance the likelihood of more exhibits and spectators to this event. At this time, there is no admission fee, no vendor fees planned. There are four men who are a part of the Anderson County Flywheelers. They have talked with some food vendors and believe they have 3 or 4 so far interested.

When asked about how they plan to market the event, Scott stated they frankly do not have the expertise in marketing and would like to ask for help from Tourism to give them assistance in how to advertise so they can submit the TGT request, and help with a flyer.

Scott's closing remarks were that they want this to grow and become an annual event and think people from our surrounding area, which is mainly agriculture, would enjoy it.

At the conclusion of the presentations, the committee requested to look at the last financial statement for Transient Guest Tax. The adjusted amount available in this year's budget when including the final reimbursements submitted, along with the expenses yet to be reimbursed is \$8,896.90.

Chairman Tom Emerson, Jr. made a motion to recommend to the City Commission to award \$1,000 to each of the five entries in the New 2022 Special Event Contest to be used as approved marketing or non-marketing use as to be approved by the Commission. Nicole Stevenson seconded the motion.

Discussion: It was the consensus of the Committee that all five brought unique events worthy of support and that there are funds available in this year's budget to sufficiently support awarding up to \$1,000 to each; \$5,000 total. This would allow all these events to be added to the Garnett special events calendar.

Upon voting, motion passed with 4 yes votes, with 1 vote to abstain (Krystal Baugher, due to being a presenter).

This information will not be disclosed at this time. The entries will be notified that they can attend the November 23rd Garnett City Commission Meeting where the Commission will make the final decision.

Upon no further discussion, the meeting was adjourned by Chairman Tom Emerson Jr. at 5:47 p.m.

Minutes taken by Susan Wettstein, Community Development and Tourism.