

Garnett Tourism Advisory Committee
Meeting Minutes
January 5, 2021

The Garnett Tourism Advisory Committee met on Tuesday, January 5, 2020. The meeting was called to order at 4:35 p.m. with the following members present: Krystal Baugher, Susan Caron, Laurel Ladewig and Helen Norman. Absent: Nicole Stevenson, Tom Emerson, Jr., Chairman, and Paula Wallace, Vice-Chair. Also, present: City Manager Chris Weiner, Susan Wettstein, Director of Community Development and Tourism, Julie Turnipseed, Director of Economic Development, and Kris Hix, Administrative Assistant/Chamber Director.

Approval of Minutes

A motion was made By Krystal Baugher to approve the minutes from December 1, 2020. The motion was seconded by Laurel Ladewig. Motion passed unanimously (4-0).

Financial Report

The cash balance of the Transient Guest Tax Fund as of December 31, 2020 is estimated at \$52,665.16. The City has not completed their year end at this time so financials will be tabled.

New Business

None.

Old Business

The City Commission approved Helen Norman's application to serve on the Tourism Advisory Committee. Helen was warmly welcomed by the committee.

Julie Turnipseed thanked the Committee for the funds dispersed to Love What's Local Garnett. She stated the funds were a large part of the success of the campaign. She also stated long-sleeve and short sleeve Love What's Local shirts were available and to contact her for more information.

Strategic Plan – Discussion and suggestions included:

Krystal Baugher suggested setting a goal for heads on beds so there will be actual data for the TGT after reports. Krystal Baugher asked if Air BNB met City zoning regulations. City Manager Chris Weiner responded that they did.

The committee discussed encouraging people to create new events which would bring more people to town. Susan Wettstein asked if we developed a contest with a funding element as a prize. City Manager Chris Weiner reminded the committee that those new event ideas would need to be presented to the City Commission.

Staff Reports

Staff reports were shared with the Board. These reports are the same as those provided to the City Commission.

Other

Susan Wettstein shared with the group the new online camping reservations through the Garnett Recreation Center. She also shared that there will be a camping group coming to Garnett in August. She also shared information about the Kansas Leadership Center programs and training that is available that might be useful to other groups and organizations.

Susan Wettstein shared that there will be 54 new banners for next year, which brings the total to 316 banners to be displayed throughout Garnett. Susan also shared information on the Special Events Calendar and sent out notifications to apply for TGT Grant to event planners. *Town Talk* was sent out to everyone in our zip code and reported that she and Kris had been busy with follow up on the Santa Cruise Event, Harvesters, and the new Kansas Beats the Virus Healthy Minds, Healthy Bodies, Healthy Spirits Campaign. Lastly, she shared that a new tourism attraction may be in the works in Anderson County, and that the committee needed to begin discussion on plans for Garnett's 160th Celebration.

Adjournment

A motion was made by Helen Norman and seconded by Laurel Ladewig to adjourn. Motion passed unanimously (4-0). Meeting adjourned at 5:18 p.m.

Minutes respectfully submitted by Kris Hix, Administrative Assistant/Chamber Director