

Garnett Tourism Committee  
Minutes  
January 6, 2016

The Garnett Tourism Committee met on January 6, 2016 with the following members present: Tom Emerson Jr., Chairman, Cecilia Lamb, Vice Chairman and members Susan Caron, Brogen Katzer and Scott Rogers. Absent: Charlotte Lutz and Mikki Miller, members. Also attending: Joyce Martin, City Manager; Desiree Donovan, Chamber Director/Administrative Assistant, and Susan Wettstein, Community Development Director.

The meeting was called to order at 5:34 p.m.

**Positive Tourism Observations:** Tom remarked that 300 tickets have already been sold to members of the theatre and tickets have not even went on sale to the public yet. Cecilia complimented on the beautiful Christmas lights around town this year. Desiree mentioned that the December 22nd bus tour was a great thing for Garnett. Susan spoke to the outstanding performance by the Chamber Players to the bus tour group. Tom responded that performance will be showcased once again during a special Valentines presentation at Prairie Belle's on February 12 and 13.

#### Approval of Minutes

Cecilia Lamb made a motion to approve the minutes of December 2, 2015 as written. Scott Rogers seconded the motion which passed unanimously.

#### Financial Report

Joyce presented the Transient Guest Report. The balance of uncommitted funds is \$13,809.72.

Susan also shared a report showing amount of money reimbursed to TGT applicants for 2015 now that all After Event Reports have been received for the year. The actual amount reimbursed was \$23,091.65 and the actual attendance these events have brought in is 19,230 people.

#### Old Business

**Arts and Creative Community Grant update:** Joyce reported that the grant has now been closed. She said that the artists that meet at the gallery have really benefitted through additional art materials purchased with these funds. The silhouettes that Mike Hill was contracted to make are finished and will be installed once weather permits. Joyce would like this committee's suggestions on where they might be placed. Joyce noted that there is still approximately \$8,000 in funds that can be utilized. Susan Wettstein suggested that a portion of the money be used to help promote the ongoing projects that were made a part of the grant, such as the juried art show, Second Saturdays, Prairie Arts Invitational. Tom asked that consideration be given to jointly marketing a calendar of events, and that we direct market to other art entities in surrounding communities to promote our arts activities as the theatre has been successful that way.

**PRIDE:** Tom asked for someone to explain what PRIDE is. Joyce told the committee of the Garnett PRIDE group that had been established years ago by Diane Rogers and other community volunteers. Joyce and her family, Sandi Peine and her family, and many others carried on PRIDE projects and events. A survey was inserted in *Town Talk* and it has been made available online too. Community Development is working to encourage people to take the survey so that such a group would have direction from our citizens. Susan encouraged Tourism Committee members to encourage everyone they know to take the survey. Joyce said if there is enough interest from the survey that the City would work to help organize a Garnett PRIDE Committee. It is hoped that families and especially area youth can be encouraged to participate.

The After Event Reports for the Friends of the Library Holiday Homes Tour and BPW Holiday Boutique were emailed to the committee prior to the meeting and made available at the meeting for review. Susan noted that the Library would like help in marketing the Homes Tour. The suggested symposium may be able to address that.

## New Business

Report: Chamber - Desiree's report on the current activities of the Garnett Area Chamber of Commerce was emailed to committee members prior to the meeting and is attached to these minutes.

Report: Susan's report was also emailed prior to this meeting and is attached to these minutes.

New TGT Requests: The non-marketing grant request that had been submitted by the Anderson County Fair Association in the amount of \$2,500 and tabled at the last meeting was made available to the committee, along with a new marketing grant request in the amount of \$4,000. Total request: \$6,500. Discussion was held in regard to both requests. A motion was made by Tom Emerson Jr. to recommend that the governing body approve the non-marketing grant request as submitted to help pay the deposit on the carnival for the Anderson County Fair in the amount of \$2,500, and to recommend \$1,400 in marketing funds to be used to advertise the Anderson County Fair using the following line items outlined in the application: \$400 - KIKS Radio, \$600 - Osawatomie Graphic & Read It Free, \$200 Advocate and \$200 Review. Therefore, the total of the request to be reduced from \$6,500 to \$3,900. Brogen Katzer seconded the motion. The reasons the committee wanted noted in the minutes for this reduction in funds is due to the original request representing 28% of the total amount awarded in 2015 (\$23,091). TGT revenues unknown for 2016 and this is just the beginning of requests to be received. If approved, the \$3,900 would represent 16.9%. The current uncommitted balance of the fund is \$13,809.72. Upon voting on the motion, the motion passed unanimously.

A transient guest tax application was submitted for consideration by The Chamber Players Community Theatre for marketing funds of their 2016 calendar year productions in the amount of \$2,600.28. This is an increase of \$160 over last year's request. Tom said this year's focus of this application is on the Miami County area. Susan Wettstein asked if this was all the advertising they plan to do and Tom replied "No". The theatre will continue to advertise locally and in other areas and pay for those costs on their own. A motion was made by Cecilia Lamb, seconded by Susan Caron to recommend the approval of this request as presented. Votes cast are as follows: Yeses - 4, Noes - none, with Tom Emerson Jr. abstaining. Motion passed.

Other: The vacancy left by Mikki Miller needs to be filled on this committee. If anyone has suggestions of someone else to serve, please let Susan know.

There being no further business to discuss, Tom Emerson Jr. adjourned the meeting at 6:50 p.m.

Minutes recorded by Susan Wettstein.

Reports: (See next page)

Office Report

Desiree Donovan

January 2016

Membership

- GSSB
- EKAE
- Casa Grande (not paid)
- Guest Home Estates (not paid)
- Tax Time Tax Service
- Craig Cole
- Midwest Cleaning (rollover from 2015)
- Daylight Donuts
- Sandi Otipoby, DDS
- Garnett True Value
- BG Consultants
- USD 365
- HayesBrand Molding, Inc.
- The Advocate
- Paula Sjolund, Avon
- Neosho Co. Community College
- KOFO Radio
- Garnett Mini Storage
- Golden Heights Living Center
- Garnett Publishing
- Ryan Disbrow Agency
- Garnett Sonic
- Miller Hardware
- L & M Catering
- Kansas Property Place
- El Jimador
- Garnett Dairy Queen
- First Baptist Church
- Askins-Beller Retail Liquor (rollover from 2015)
- Refined Recherished
- Hepner Appraisal Service
- Jim & Lou Ann Shmidl
- Earl & Ann Lizer
- Blackhorse Trading Co.
- Country Mart
- Anderson County Hospital

Last of the membership renewals have been delivered or mailed.

- Ambassadors
  - 2 New Ambassadors
    - Cecilia Lamb
    - Sandy Sample
  - Ordering Ambassador Shirts (paid for individually)
  - Ambassadors helped with welcome bags, Chamber Bucks and decorating.
  - Ambassadors present at meeting on 1/7/16 voted for Banquet winners.
- Past Events
  - Worked with tourism to make Welcome Bags for 12/22 tour group
  - Held Anniversary Celebration for El Jimador (heard it was boomin')
- Member Directory/Community Guide
  - Almost finished, just waiting on members to renew. **DEADLINE IS JANUARY 29th to be included in this.**
  - Quoted \$300 for 50 books, price goes down more we order. Might be something we can get Transient Guest Tax (non-marketing) for. Or we can print these in house. This will combine the efforts of City Tourism, Economic Development and Chamber.
- Outreach
  - Rotary meeting 12/15/15
  - Kincaid Social 12/18/15
  - Ministerial Alliance Meeting 1/5/2016
  - 500 Likes on Facebook, keep spreading the word!
- Upcoming
  - Cricket's Bar & Grill Grand Opening??? Waiting for owner to contact me back.
  - Annual Banquet on January 27th at the Garnett Knights Hall. Social Hour begins at 5:30pm. Tickets are on sale \$20 for Members \$25 for non members. Visit our website for a list of award nominees.
  - Easter Egg Hunt might be transitioning into an Easter Celebration. This will include entertainment and food.
  - Looking into trainings for our local businesses to attend, open to suggestions.

Report for Tourism by Susan Wettstein, Community Development/Tourism

I have sent you the last two (2) After Event Reports that were submitted at the end of December. One is The Holiday Homes Tour and the other is the BPW Holiday Boutique. I will attach the TGT Year End Report for your review showing how many people attended events and what the final expenditures were.

The 2016-2018 Marketing Action Plan was met with great enthusiasm and appreciation, as previously stated in a prior email to you. So now it's time to get busy.

I am currently working on making the PRIDE Survey available online as well as in print, and developing PR strategies to get people to lend their opinion by completing it. It is available at [www.garnettks.net](http://www.garnettks.net) and I have boosted it on Facebook.

We are delivering 2016 Visitor Guides and other materials to our motels and visitor outlets. Brochures are in the process of being updated. We will be working diligently to launch the [www.SimplyGarnett.com](http://www.SimplyGarnett.com) website by the end of January. It is imperative that this be done so that we can then concentrate on getting information out to group tours.

We have water bottles and new welcome bags. I will share with you at the meeting.

Next on the agenda is a survey to send to special event coordinators, attractions and local businesses to see what we can do to have the tourism symposium we have discussed that would include talking about the TGT process and social media marketing. The date of the symposium is up in the air but I would like to do it before May.

I am working on a Facilities Use Agreement for the City. This is a form that would be completed by event coordinators who ask to use city property for an event. This would take the guess work out of things and help city departments with knowing ahead of time what the event's needs are.

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