

Garnett Tourism Advisory Committee
Meeting Minutes
June 5, 2019

The regular meeting of the Garnett Tourism Advisory Committee was called to order at 4:30 p.m. with the following members present: Tom Emerson Jr., Chairman, Paula Wallace, Vice-Chairman, Susan Caron, Laurel Ladewig and Travis Wilson. Absent: Nicole Stevens and April Renfro. Also, present Susan Wettstein, Director of Community Development and Kris Hix, Administrative Assistant/Chamber Director.

Due to members of the Committee needing to leave early the agenda moved directly to New Business.

New Business

The Committee reviewed the application request by the Greeley Smokeoff to promote the annual Smokeoff to be held on September 6 & 7, 2019 in the amount of \$2,000. The application included a total of \$4,000 of expenses. Discussion was held on the list of marketing expenses and what recommendation should be made to narrow it down to their \$2,000 request since they did not specify. It was deemed that the T-shirts would most likely be given away at the event to the sponsors and not really promote people to attend. Also, to maximize the area of marketing coverage and to streamline the removal of \$1,000, it was suggested that the KOFO Radio and the Dawg marketing be removed, allowing the advertising for several cities and counties to take place. This still allows the \$600 local advertising to adhere to the 30% policy. Upon no further discussion, Tom Emerson Jr. made a motion to recommend the Greeley Smokeoff request with the removing of the \$1,000 for T-shirts and \$1,000 for KOFO Radio and The Dawg. Paula Wallace seconded the motion. The motion passed 5-0.

The Lake Garnett Grand Prix Revival has submitted a request for advertising of the October 11-13, 2019 event in the amount of \$6,625. The applicant shared the effects the postponement and subsequent weather had on their event and the Garnett area charities they support. Discussion was held on the news that the event may be forced to cancel due to the recent erosion at one of the bridge areas. The committee agreed that every event is subject to weather and other issues that could force cancellation, but this Committee still recommends and encourages these funds to be used to market events which promotes Garnett and hoped that the City can get the road repaired in time. It was suggested to remove the Kansas Travel Guide listing expense, and not set a precedence that might have organizations and attractions asking that TGT pay for their annual listing. The request has local advertising but does not exceed the 30% limit. It does not appear that any other entity that has applied in the past will be submitting an application. Susan Wettstein stated that the Fair Association and the Chamber of Commerce are the only two she can think of that might request funds, but with the fair being held in July they would have submitted by now. If these two requests are granted the fund for this year will still have over \$4,000 yet to award. A motion was made by Tom Emerson Jr. to recommend to the City Commission to approve this grant request minus the Kansas Travel Guide listing (\$120),

granting the amount of \$6,505.23. Travis Wilson seconded the motion. Upon voting the motion was approved 5-0.

Approval of Minutes - A motion was made by Paula Wallace to approve the minutes of May 8, 2019 as written. Susan Caron seconded the motion. The motion passed 5-0.

Financial Report – Susan shared a Transient Guest Tax Report showing that the total cash balance to date is \$46,117.86. Of the \$20,000 budgeted for event grants, the total amount to be incumbered, including the two (2) new requests would be \$15,640.93, leaving \$4,359.07 available yet to be granted.

Positive Tourism Observations

Tom commented the Chamber Players are entering their 29th season. Approximately 600 tickets for the current show have been sold. The patriotic banners look nice and the Celebration of Service had a good turnout considering the weather making it head indoors.

Laurel Ladewig left the meeting at 4:55 p.m.

Old Business – None.

Staff Reports

A copy of the reports from Susan Wettstein and Kris Hix as submitted to the City Commission were also provided to this Committee for review.

Susan invited anyone who was interested in serving on the Garnett Steering Committee to complete the form available on the City's website.

Discussion was brief on the 2020 Budget.

There being no further business, a motion was made by Tom Emerson Jr. to adjourn the meeting. Travis Wilson seconded the motion. The motion passed, 4-0. The meeting adjourned at 5:10 p.m.

Minutes recorded by Susan Wettstein.