

Garnett Tourism Advisory Committee
Meeting Minutes
February 2, 2022

The Garnett Tourism Advisory Committee met on Wednesday, February 2, 2022, at City Hall. The meeting was called to order at 4:30 p.m. with the following members present in the Commission Room: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, and Helen Norman, committee member (arriving late), and Susan Wettstein, Director of Community Development and Tourism. Krystal Baugher and Nicole Stevenson, committee members, were present via Zoom. Absent: Laurel Ladewig, committee member.

Approval of Minutes

Tom Emerson Jr., Chairman, made a motion to approve the minutes from January 4, 2022, as written. Vice-Chair Paula Wallace seconded the motion. The motion passed unanimously (4-0).

Financial Report

The Transient Guest Tax Fund cash balance as of January 31, 2022 is \$63,519.20. At this time, \$7,154.60 of the \$25,000 budgeted for Local TGT Grant Fund has been approved and allocated for requests. The budget balance for In-House Marketing is \$7,500 and \$2,500 for Programs. We have three (3) requests to bring before the Committee today and if approved by the Commission the remaining balance in the TGT Local Grant Fund would be \$8,372.90.

New Business

Transient Guest Tax Funding Requests:

Discussion was held regarding an application Hope Anthem Garnett is wanting to submit as one of the New Event Contest winners. A motion was made by Tom Emerson Jr. to table the application until the next meeting. Paula Wallace seconded the motion. The motion passed unanimously (4-0).

The Committee reviewed the application submitted by the Garnett Airport Advisory Board requesting \$600 to promote the May 7, 2022 Air Fair. A motion was made by Krystal Baugher to recommend to the City Commission the approval of this request as submitted. Tom Emerson Jr. seconded the motion. The motion passed unanimously (4-0).

The Committee discussed the application request provided by the Garnett Business and Professional Women (BPW) to advertise the 49th Annual Square Fair to be held on May 7, 2022. The amount of the request is \$3,972.50. It was noted that in this application is a postcard bulk mailing. It was explained that the postcards will entice visitors to attend Square Fair and to bring the postcard to the event for their chance to win "Square Fair Bucks". The bulk mailing will be direct mail focused to areas outside of Garnett and includes the cost of the postcards and postage. With no further discussion, a motion was made by Tom Emerson Jr. and seconded by

Paula Wallace to recommend to the governing body the approval of this request as submitted. The motion passed unanimously (4-0).

Helen Norman, committee member, entered the meeting at 4:46 p.m.

The Committee reviewed the application submitted by the Anderson County Corn Festival to promote the Cornstock Music Festival to be held September 24, 2022. The funding request is \$4,900. Discussion included the festival budgeted \$14,000 for marketing and promotion and this is in addition to their request to the City. With no additional comments or discussion, a motion was made by Nicole Stevenson to recommend the City Commission approve this request as written. Helen Norman seconded the motion. The motion passed unanimously (5-0).

Old Business

Board Vacancy:

The committee briefly discussed the board vacancy and asked that it would be advertised in the newspaper and social media. Helen Norman also requested that the vacancy on the Garnett Community Foundation Board also be advertised. Tom Emerson Jr. suggested we contact Michaela Read, who studied Hospitality Management and is an event planner for Emporia State University. One of the committee members offered to reach out to her.

Staff Report:

Susan Wettstein asked the Committee if they would be in favor of offering the half-price listing opportunity once again to first-timer businesses, attractions, and events to be included in the 2023 Kansas Travel Guide. The listings, under "Garnett" help collectively entice visitors to our community when they see multiple listings. The early bird price for listings (through 02/28/22) is \$80; \$120 for highlighted listings. Our deadline would be February 28th. There are 3 new businesses to the community and 15 existing businesses within Anderson County that have not yet taken advantage of this opportunity. Susan expects 4 to 6 would be the most who would possibly participate in the half-price listing. There are a total of 31 listings representing Garnett (one in Greeley) in the 2022 Kansas Travel Guide. A motion was made by Helen Norman to offer the half-price opportunity to first-time listings for 2023. Krystal Baugher seconded the motion. The motion passed unanimously (5-0).

Susan Wettstein brought before the Committee a project she would like to do regarding the Tourism Oriented Destination Signage Program (TODS). More information will be provided to the Committee for discussion at the next meeting. Susan is also planning to ask KDOT if the directional sign on US 169 near the turn at Park Road that says "Garnett – 3 Miles" can be changed or removed, as she feels it gives visitors a false sense that Garnett is not very close, when the city limits are 1.1 miles from that sign.

Written staff weekly reports were provided.

Adjournment

With no other business to come before the committee, a motion was made by Chairman Tom Emerson, Jr. to adjourn the meeting. Krystal Baugher seconded the motion. The motion passed unanimously (5-0). The meeting adjourned at 5:17 p.m. The next meeting will be held on March 1, 2022.

Minutes respectfully submitted by Susan Wettstein, Director, Community Development and Tourism.