

Garnett Tourism Advisory Committee  
Meeting Minutes  
May 8, 2019

The regular meeting of the Garnett Tourism Advisory Committee was called to order at 4:32 p.m. with the following members present: Tom Emerson Jr., Chairman, Paula Wallace, Vice-Chairman, Susan Caron, Nicole Stevenson and Travis Wilson. Absent: Laurel Ladewig and April Renfroe. Also present: Susan Wettstein, Director of Community Development and Kris Hix, Administrative Assistant/Chamber Director.

#### Positive Tourism Observations

Tom commented the Chamber Players are entering their 29<sup>th</sup> season. Tickets go on sale May 20<sup>th</sup> to the public for the next show. Travis shared that the North Lake Park was booming with cars and people attending the soccer games, and the campsites were full.

Approval of Minutes - A motion was made by Paula Wallace to approve the minutes of April 3, 2019 as written. Travis Wilson seconded the motion. The motion passed 5-0.

Financial Report – Susan shared a Transient Guest Tax Report showing that \$3,853.30 was received from the State the end of April, bringing the total TGT collected in 2019 to \$12,984.30. The total cash balance is \$42,448.50. Of the \$20,000 budgeted for event grants, \$12,984.30 is available after taking into account the \$300 request to be considered at this meeting. The total amount requested to date: \$7,015.70.

#### New Business

The Committee reviewed the application request by the Friends of the Library for marketing of the Holiday Homes Tour to be held on Sunday, December 8, 2019. The amount of the request is \$300. Susan shared that the 30/70 rule was slightly miscalculated in the application as written. In talking with Andrea Sobba, they agreed to change the request as follows: \$210 for Facebook advertising boosting posts to outside Anderson County using the City and Library Facebook pages; \$40 – Advocate and \$50 – Review (local advertising), for a total of \$300. Discussion was held that the application mainly speaks to bringing locals (“citizens”) to the event. Members spoke to the event being great for the community, but feel this to be focused on local attendance, not bringing visitors to the event. It was suggested last year that they consider having the event on Saturday so more people may come and visit local businesses. Susan Wettstein responded that she had discussed the Committee’s recommendations with the organizers, but they feel that change the day would be an imposition on the homeowners who donate their homes for the tour. It was the consensus of the Committee that they would support funding of Facebook marketing of this event to outside of the community, but if the situation were where funds were tight, and organizations were competing for these funds the Committee might feel differently about this request.

A motion was made by Tom Emerson Jr. to recommend to the City Commission to approve \$300 for the purpose of Facebook marketing only and the Facebook advertising target areas outside

of Garnett. Nicole Stevenson seconded the motion. Discussion: It was asked that Susan request reports that show the target areas the Facebook advertising was set to reach once the advertising is complete. Upon voting, the motion passed 5-0.

Old Business – None.

#### Staff Reports

A copy of staff reports was provided to the Committee by Susan and Kris with the agenda.

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

Kris is the handling of the Kansas Travel Guide listings for 2020. The early bird listing deadline is May 31. As in previous years, the Tourism Committee recommends the City Commission allow tourism to pursue Kansas Travel Guide listings with TGT paying for the City's listings and half of the first-time listings.

Susan will be providing a request in June for a recommendation to utilize the budgeted line item "Marketing" funds. This will include a community marketing campaign.

Susan also shared that she had talked to the Lake Garnett Grand Prix Revival about making application for TGT funds for this year's event. They plan to make a request. She has also reached out to the Long Cedar Disc Golf Club and the Anderson County Fair.

The City has a request from an entity who would like to have an event at the sprint track.

Susan provided flyers on the Celebration of Service and Libertyfest with the Committee and invited them to attend.

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, 5-0. The meeting adjourned at 5:18 p.m.

Minutes recorded by Susan Wettstein.