

Garnett Tourism Advisory Committee
Meeting Minutes
July 12, 2023

The Garnett Tourism Advisory Committee met on Wednesday, July 12, 2023, in the Commission Room at City Hall. The meeting was called to order at 4:36 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, and committee members, Krystal Baugher, Helen Norman, Nicole Stevenson, and Michaela Reed. Absent was Laurel Ladewig. Also present was Kris Hix, Director of Community Development/Tourism.

Approval of Minutes

A motion was made by Vice-Chair Paula Wallace and seconded by Michaela Reed to approve the minutes of May 9, 2023, as written. The motion passed unanimously (6-0).

Financial Report

The cash balance of the Transient Guest Tax Fund as of August 4, 2023, is \$80,176.29. This includes the disbursement On July 28, 2023, in the amount of \$7,367.49. \$3,039 was reimbursed to Garnett BPW Square Fair.

New Business

Presentation by Val Foltz on Tourism Promotions/Marketing Ideas

Val Foltz, owner of Monroe 816, has been doing marketing with Eileen Burns, owner of The Kirk House, in Her Life Magazine. Her Life Magazine's readership is 280,000 readers. They began by advertising getaway packages to encourage people to visit Garnett for the experience. They have been paying monthly fees on a 1-year contract. Included in the advertising are spotlight ads, articles, events, and other options such as a website banner. They are requesting funds to assist in continuing to do this, as the cost for a one-page ad is \$1,200 per month, which both businesses currently share. Val proposed possibly sharing ads, taking turns on ads, or was also open to ideas from the committee. Since the contract is for a full page, consideration for splitting the page into advertising four businesses, or four local events per month, which would tie into Tourism. Each month is geared towards a specific topic. Designs can be done by the magazine, or you can send your design. Only one banner, and one spotlight per contract year. The committee asked questions as far as demographics on readers, and if there was an ROI for them to review. Magazines are distributed between their advertisers. The committee also asked if the ladies had approached any other businesses to be part of the advertising monthly. One option was coming on board with the current page, paying one third of the monthly expense, and would that meet the needs/expectations. Val stated that she would like to discuss the proposal with Eileen. Does this duplicate current advertising, and would we get enough return on the advertising to be worth approximately \$4,800 per year. Chairman Tom Emerson, Jr. stated that we don't often spend that large of an amount, but that consideration would be given by the committee. The committee thanked Val for presenting and invited her and Eileen back for the next meeting to continue Discussions.

TGT-Anderson County Flywheelers

The Anderson County Flywheelers submitted their request for TGT Marketing Funds in the amount of \$1,200. Chairman Tom Emerson, Jr. stated that he had to leave the meeting, but he fully supported recommending the application to the commissioners for approval with no changes. The committee reviewed the application, and Krystal Baugher made a motion to recommend the application be submitted to the commissioners for approval in the amount of \$1,200. Nicole Stevenson seconded the motion. The motion passed unanimously. (5-0)

Staff Report

Director Kris Hix shared copies of a newspaper article that came up last meeting that could have an impact on Tourism in Garnett. The committee will discuss thoughts on the article at a later meeting. Kris shared that she was working with Southside RV Park to get some signage for their business. The committee discussed the rules of directional signage, and what the city requires to put them up.

Adjournment

With no other business to come before the committee, Helen Norman made a motion to adjourn the meeting. Krystal Baugher seconded the motion. The motion passed unanimously (5-0). The meeting was adjourned at 5:18 p.m.

The next meeting will be held on Wednesday, August 9, 2023, at 4:30 p.m. in the Commission Room at City Hall.

Minutes respectfully submitted by Kris Hix, Director of Community Development/Tourism