

Garnett Tourism Advisory Committee
Meeting Minutes
April 5, 2022

The Garnett Tourism Advisory Committee met on Tuesday, April 5, 2022, in the Conference Room at City Hall. The meeting was called to order at 4:31 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, and committee members Krystal Baugher, Helen Norman, and Michaela Read. Also present were Susan Wettstein, Director of Community Development and Tourism and Kris Hix, Administrative Assistant. Committee members Laurel Ladewig and Nicole Stevenson were absent.

Chairman Emerson opened the meeting by announcing the birth of a new baby in the Stevenson Family. Congratulations to Committee member Nicole Stevenson.

Approval of Minutes

A motion was made by Tom Emerson, Jr. and seconded by Paula Wallace to approve the minutes of March 1, 2022, as written. The motion passed unanimously (5-0).

Financial Report

The Transient Guest Tax Fund cash balance as of March 31, 2022, is \$75,434.50. Of the \$25,000 budgeted for Local TGT Grant Fund, \$22,850.50, including the proposed Lake Garnett Grand Prix Revival Request of \$6,750, would leave a balance of \$2,149.50 for other requests. Susan stated the Faith and Blue and the Anderson County Antique Engine and Tractor Show will be submitting requests, but it is not known if any other applications are to be received this year. The balance of In-House Marketing remains at \$7,500 and Programs at \$2,500 as budgeted.

New Business

Transient Guest Tax Request - Lake Garnett Grand Prix Revival:

The Lake Garnett Grand Prix Revival submitted a TGT request in the amount of \$6750, which would include video production, direct mailings, social media digital ad campaigns, television advertising, and newspaper ads. The application complies with the 70% outside/30% local advertising rule. Committee member Krystal Baugher suggested removing the Anderson County Review advertising due to limited subscribers. Krystal Baugher also asked that more information be provided for the Hulu television advertising, stating it was a good idea, but that it would be helpful to know more about how the advertising areas are targeted and how far they reach. Chairman Tom Emerson, Jr., stated he agreed with Krystal, and that the newspaper advertising overlapped with the social media ads as far as local reach. He also suggested tabling the application until more information is obtained. Vice-Chair Paula Wallace asked if the committee could recommend approving the application except for the Hulu application, contingent on more information provided, and that the committee could have the option to recommend designating that \$1,250 elsewhere if needed. The committee continued to discuss the information needed for Hulu advertising, including what is the subscriber reach within the 500-mile radius and how

often would the ads run. Chairman Tom Emerson, Jr. made a motion to recommending approval of the top portion of the application, which would include \$1,850 for Video Commercial Production, \$500 for Direct Mailing, and \$2,500 for Social Media Marketing, for a total of \$4,850, and respectfully request that committee have leeway to approve the remaining \$1,250 after more data information is obtained, which would bring the total amount granted to \$6,100. This amount excludes the Review advertising (\$650). Krystal Baugher seconded the motion, and the motion passed unanimously (5-0). Susan Wettstein will reach out to the Lake Garnett Grand Prix Revival and see if the information requested by the Committee can be forwarded to the Committee and the City Commission for their consideration of this application on April 12th.

Old Business

Tourist-Oriented Directional Sign (TODS) Program:

There was brief discussion on the progress. Director Susan Wettstein stated she is gathering more information on cost and prepare a draft application form. The committee will resume discussions on this program at the May 3rd meeting.

Staff Reports

Written weekly staff reports were provided.

Other:

Director Susan Wettstein and Administrative Assistant Kris Hix shared some of the experiences from the We-Kan Conference held on March 23, 2022, including how other communities were creating mural projects and building a permanent stage for events, and the collaboration between community entities.

Chairman Tom Emerson, Jr. shared with the Committee that the Chamber Players Community Theatre show attendance was back to pre-covid numbers.

Vice-Chair Paula Wallace shared her experiences with Adventure Labs during spring break. She was thinking of setting up one in Garnett and found that on the Adventure Labs app that one already exists here.

Adjournment

With no other business to come before the committee, Chairman Tom Emerson, Jr. made a motion to adjourn the meeting. Vice-Chair Paula Wallace seconded the motion. The motion passed unanimously (5-0). The meeting adjourned at 5:19 p.m.

The next meeting will be held on May 3, 2022.

Minutes respectfully submitted by Kris Hix, Administrative Assistant.