

Garnett Tourism Committee
Minutes
January 4, 2017

The Garnett Tourism Committee met in the Commission Room at Garnett City Hall with the following members present: Tom Emerson Jr., Chairman, Cecilia Lamb, Vice Chairman, Nicole Stevenson, Paula Wallace, Robert Risch and Travis Wilson, members. Also attending: Joyce Martin, City Manager, Susan Wettstein, Community Development Director, and Desiree Donovan, Administrative Assistant/Chamber Director. Absent: Susan Caron, members.

The meeting was called to order at 5:30 p.m.

Positive Tourism Observations: Tom reported that the Chamber Players Community Theatre has sold out their December performances, thus selling 700 tickets.

Approval of Minutes - A motion was made by Cecilia Lamb to approve the minutes of December 7, 2016 as presented. Travis Wilson seconded the motion. The motion passed unanimously.

Financial Report

Joyce presented the Transient Guest Tax Report. The balance of uncommitted funds as of December 31, 2016 is \$15,993.84.

Old Business:

TGT After Event Reports: The After Event Report for the Friends of the Library, the Garnett Area Chamber of Commerce, The Chamber Players Community Theatre, and BPW Holiday Boutique were sent by email to the committee prior to the meeting. Susan Wettstein shared the Year End TGT Report showing a total of \$20,500.28 in requests and of that total \$18,190.38 was reimbursed. While reported attendance on the submitted reports can be somewhat approximate, it appears that overall attendance was up from 18,215 in 2015 to 19,110 in 2016.

Susan noted that some of these events were struggling to increase attendance and asking for advice. In trying to help the event coordinators she noticed that the invoices submitted for reimbursement indicated advertising was scheduled primarily during the week leading up to the event. She is suggesting they advertise a minimum of 2 months prior, and if possible, at least 6 months or more ahead of time, whether they increase the funding amount of their request or utilize free or low cost means, such as news releases or social media posts.

Geocaching Committee Report - Susan asked if any members of the committee would like to meet this Sunday, January 8th, to go to Greeley and look at locations to plant geocaches. Due to committee member commitments and scheduling conflicts this will be postponed. Susan will email the committee in a couple of weeks to see if a more suitable date can be arranged. Nicole reported she had talked with the geography/social studies teacher about planning a trip for the kids to some Anderson County attractions this spring. She will share the newest tourism brochure and Susan will send suggested itineraries so that we can help coordinate this for local students.

New Business:

New TGT Requests: The Committee considered the Transient Guest Tax application from the Garnett Knights of Columbus for the purpose of advertising the G-Town Smokin' Showdown, a barbeque contest sanctioned by

the Kansas City barbeque Society, to be held April 28-29 at the Fairgrounds in the North Lake Park. The amount of the funding request is \$1,050. Anticipated attendance (participants) is approximately 250 people. After reviewing the application and discussion, a motion was made by Cecilia Lamb and seconded by Nicole Stevenson to recommend the City Commission's approval of this request as submitted. The motion carried unanimously.

Reports:

Reports by Susan Wettstein and Desiree Donovan were sent by email to the committee prior to the meeting and are hereto attached to the original copy of these minutes.

Desiree reported that the GACC Annual Banquet was at the end of this month and committee members are encouraged to submit nominations for awards.

2016 Garnett Tourism Marketing Action Plan - Review: Tabled until February's meeting.

There being no further items to discuss, Cecilia Lamb made a motion to adjourn the meeting. Paula Wallace seconded the motion. Motion carried. the meeting adjourned at 6:03 p.m.

Minutes recorded by Susan Wettstein.

Reports: (See next page)

Susan's Report for January 4, 2017

I have reached out on social media to find the contacts for 2017 class reunions. So far I have the Westphalia High School Class of 1967, Colony Class of 1967, Garnett High School Class of 1977 and the ACHS Class of 1997. We will be working with some of them to do more than just have a gathering, but perhaps add some tours of attractions to their reunions.

Website visitorship is down from last month (15,097) to a current 12,447 as of December 30th. I am starting to keep an eye on the Facebook insights along with our website. Facebook insights show increased post engagement from Tuesday through Friday and then it drops off Saturday through Monday. Peak viewer time on Wednesday is 12:00 p.m. (noon), while the highest view time overall is 8:00 p.m. on Friday night. This will help us chart when it might be best to schedule posts.

I ordered some sweatshirts for sale for the holidays with the City's logo. We didn't sell very many but we will be distributing them to Sandra's Quick Stop to sell as well. I feel confident we will sell these in time.

We have a revised tourism brochure I will share with you on Wednesday. We will be sending these out to Travel Information Centers (TICs) across the state and to tour operators. Work continues on a history brochure and a recreation facilities guide. Our goal is to have both completed by the end of February.

Town Talk was mailed out today to almost 2,200 households in the 66032 zip code. The 10-page newsletter is also available on our website. It includes a special events calendar for 2017.

The Kansas Department of Wildlife, Parks and Tourism is launching a First Day Hikes event on the Prairie Spirit Trail on New Year's Day. Trail Manager Trent McCown will be at the depot handing out free t-shirts to people that come out on the trail, while supplies last. We are trying to help get the word out. Trent said they are planning a number of such events in 2017.

We are in the process of replenishing some of the brochure racks and kiosks around town. Time to get 2017 information out there!

Work continues to update the www.travelks.com website with attractions and special events. Some special event dates are still pending.

Geocaching: Let me know on Wednesday if Sunday afternoon, January 8 at 3:00 p.m. would work for you to venture to Greeley to plant some geocaches. Otherwise, we will discuss dates at our meeting.

I will be sending the After Event Report from the Chamber for your review on Tuesday. I had recently sent to you the Friends of the Library Holiday Homes Tour report. The Chamber Players are still awaiting final bills in order to submit their report and request for reimbursement. Those round out the Transient Guest Tax grant awards for 2016.

The review of the 2016 Garnett Marketing Action Plan, complete with dollar details, may be pushed into February, as the process of closing out 2016 and entering 2017 on the City's new computer system may still be in progress.

More information on 2017 initiatives that Desiree and I will be working on will be coming soon.

Happy New Year!

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Garnett Area Chamber of Commerce

Office Report

January 2017

- **MEMBERSHIP**

RENEWAL INFORMATION HAS BEEN SENT

SEVERAL MEMBERS HAVE STARTED TO RENEW

- **AMBASSADORS**

- Will begin meetings in February

- **PAST EVENTS**

- **CHRISTMAS PARADE**
- **SMALL BUSINESS SATURDAY**

- **OUTREACH**

- Tourism Meeting 1/4/17
- Met with businesses 12/22

- **UPCOMING**

- Annual Banquet – January 26, 2017

- **OTHER**

- New database is complete!
- Over 300 welcome bags in our office ready to be given out during 2017.
- Completing year end tasks.
- Thank you to Twyla Duryea for covering while I was out sick.

The next Chamber Board meeting will be on January 12, 2017 at 5:30 p.m. at the old Chamber office.

All members are welcome to come and provide ideas or give feedback at meetings from 5-5:30.