

Garnett Tourism Committee
Minutes
July 5, 2017

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

With a quorum present, the meeting was called to order at 5:32 p.m.

Positive Tourism Observations

Joyce reported that the Community Fireworks display went over very well and they made a substantial dent in the cost for next year's event thanks to all the donations. Tom made positive comments on the Chamber Players new brochure created by Desiree.

Approval of Minutes - A motion was made by Susan Caron, seconded by Bob Risch to approve the minutes of June 7, 2017 as written. Motion passed unanimously.

Financial Report

Joyce presented the Transient Guest Tax Fund Report for May showing a balance of uncommitted funds to be \$5,778.64. Susan is following up on the Travel Kansas Guide invoice to see if that has been received yet.

Old Business

Garnett BPW has submitted their After-Event Report for Square Fair. Susan mentioned they claimed to have the same attendance as last year but this event is very hard to track actual attendance. Appearance would seem there might have really been an increase.

Discussion was had about the tabled Holiday Homes Tour application. The application requests \$927 to market the Friends of the Library Annual Holiday Homes Tour to be held on December 3, 2017. Susan Wettstein shared the following background information to be part of the minutes for the committee and City Commission:

In 2016 The Friends of the Library requested TGT grant funds in the amount of \$760.90. That request was approved by the Commission for advertising in the Advocate, Review, Ottawa Herald, KOFO, KSNP. Anticipated attendance: 225 Actual: 160 (140 in-county, 20 out-of-county).

Please note my email to them on December 12th after seeing that most of their advertising receipts showed the majority of their marketing taking place from November 22-December 3, less than 2 weeks leading up to the tour. I suggested they advertise a minimum of 1 month; really 2 months ahead.

2017: They added KIKS \$300 4x day for 10 days, and \$100 in Facebook advertising for a total request of \$927.00.

Tom informed us that the Friends of the Library stated they are unable to change the date per our recommendations. Those recommendations included asking the organizers to consider changing the day or adding Saturday to lend opportunity for tour attendees to shop, dine and perhaps stay the night in Garnett. Also to consider a different start time to allow people from out of town who may attend church time to get here. It was also suggested that when filling out the application to keep a positive tone to the application and not use the word "Doubtful" (used 3 times).

Susan Wettstein shared the applicant's response to those recommendations; that due to this year's participation commitment of the homeowners already in place, the Friends of the Library did not think it appropriate to impose new ideas on the homeowners and organizers this year but may take these suggestions under advisement next year. Nicole emphasized that this event, like many others that our advisory board would like to fund, is not a tourism focused event. Susan Wettstein expressed how important these events are to our community but she also agreed that when we compare these applications to the statues that the board must follow for distributing money, these applications do not meet the requirements to bring in transient guests, but rather focus on local participation. After much discussion about this event and how to most efficiently market specifically to people outside of Garnett to attend, Bob made a motion to recommend to the governing body to approve the application with the following changes: Granting \$200.00 for Facebook advertising only. Paula seconded. Discussion was that these funds could be used starting at least 2 months in advance up to the day of the event, targeting areas surrounding Garnett within specified interests related to this event. Then hopefully they will give consideration to our recommendations next year. Upon voting the motion passed unanimously.

New Business

New Transient Guest Tax Requests: The Garnett Public Library submitted both a marketing and non-marketing application for their upcoming "Celebrate the Book". The marketing application requests \$827 to advertise in the Advocate, Review, and radio stations KOFO, KIOL/KIKS and KSNP. The non-marketing application request \$325 to pay for the rental of costumes, pay mileage for book dealer, door prizes and hospitality expenses for speakers.

Susan Wettstein shared the following background information to be part of the minutes for the committee and City Commission:

The last time the Library requested funding for the Celebrate the Book was for their October 24, 2015 event. The 2015 marketing grant request was for \$1,000.90 for advertising in Advocate, Review, Ottawa Herald, KOFO, KIKS, KSNP. The Commission approved this request. Amount actually reimbursed: \$985.90.

The 2015 non-marketing grant request was for \$565 for rental expense of costumes, supplies, a prize and mileage expense for book dealer. Recommendation was not to approve and Commission did not approve.

Combined requests submitted totaled \$1,565.90 to bring an anticipated attendance of 150 people. The After Event Report showed attendance to be 170 (149 in-county, 21 out-of-county).

The 2017 Celebrate the Book is to be held on October 21, 2017 (not actually written on the application).

Marketing Grant Funding Request: \$827 Non-Market Grant Funding Request: \$325

Total Request: \$1,152 Expected attendance: 200 people.

Again, it was expressed that this is another event, much like the Holiday Homes Tour and the Anderson County Fair, that their applications do not speak to focusing on bringing in outside visitors. Nicole mentioned how wonderful these events are for our community but these events do not draw a crowd from out of town. Susan Wettstein expressed the need for a fund where money can be allocated towards events that benefit the quality of life for our residents. Tom suggested we table this application and offer suggestions for this event. He would like them to look at contacting and inviting other organizations, such as library and school organizations, who could increase attendance from out of town. The committee expressed that they would also like to know who they are partnering with; who their authors are. If there is a notable "celebrity" coming,

a suggestion would be to develop a strategy to tout that to bring people from out of town to this event and thereby turning it into a transient guest application. Susan Caron motioned to table the Celebrate the Book application until suggestions are given and a response received. Bob Risch seconded. Motion passed unanimously.

Staff Reports

Staff reports by Susan Wettstein and Desiree Donovan were emailed with the agenda to committee members.

There being no further discussion, a motion was made by Nicole Stevenson and seconded by Susan Caron to adjourn. Chairman Tom Emerson, Jr. adjourned the meeting at 6:33 p.m. Minutes recorded by Desiree Donovan.