

Garnett Tourism Committee

Minutes

October 5, 2016

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, Susan Caron, Robert Risch (arriving later), Nicole Stevenson, Paula Wallace and Travis Wilson, members. Also attending: Joyce Martin, City Manager, and Susan Wettstein, Community Development Director.

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

Positive Tourism Observations: Cornstock was great, compliments to organizers. Joyce noted that there are new business startups in progress; a car dealership, dentist office and someone is looking to open the auto shop at 1st Avenue and Maple Street. She has seen 6 homes recently sell and two or more new houses are being built. Things are progressing and Joyce wanted to tell this committee she feels the efforts we are making to promote Garnett as a place to live, do business and visit has contributed to the recent turn around.

Cecilia also mentioned the big weekend coming up with the Lake Garnett Grand Prix Revival and the Taste and Talents Art & Wine Stroll

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

Financial Report

Joyce presented the Transient Guest Tax Report. The balance of uncommitted funds as of September 1, 2016 is \$9,163.53. Joyce stated that some of the expenses outlined in the report are attributed to economic development and she plans to move some of them from this fund to Economic Development by the end of the year.

Old Business:

Geocaching Committee Report - Susan Wettstein reported that she has received some emails from Geocaching.com that tell her that people are finding the caches. Paula questioned if the caches at the Harris House and Yoder's Country Store were on the site. Susan will double check on those.

Tourism Market Action Plan: The Committee reviewed the 2016-2018 Garnett Tourism Marketing Action Plan and the schedule format. With new board members on this committee, Susan Wettstein stated she felt it a good time to review the plan and help familiarize everyone with the goals and responsibilities of Garnett Tourism. While many of the plan's objectives have been, or are currently being worked on, additional discussion of the plan was as follows:

- Tom brought up that during the discussions that lead to the Arts and Creative Community Grant we had talked about a self-guided tour with either an audio recording or AM radio station. He questioned if we could pursue something along those lines.
- Per those same discussion with the Arts and Creative Community Grant, Susan Wettstein would like to see a history lesson shared at the cemetery with the theatre actors portraying people who has historic ties that are buried in our cemetery.
- Nicole is interested in a geocaching event for kids so that it could be utilized as a school activity. The event would need to be organized where it would not require a lot of work on the behalf of the teachers so that they can focus student participation. Something that is a history lesson and research project in one.
- There is interest in the Kansas At Your Service hospitality program. Nicole would like to see if it is something she can encourage her students to take. Susan will send the link to committee members so that they can take the online course and encourage others to also. The link is: www.kansasatyourservice.com. Once you complete the course you can print out a certificate.

Bob Risch entered the meeting at 6:23 p.m.

New Business:

New TGT Requests: The Committee considered a request by the Friends of the Library for advertising of the Holiday Homes Tour to be held December 4, 2016. The amount of the request: \$760.90. Chairman Tom Emerson explained to the newer committee members how this grant program works and where the money comes from. In review of the application the Friends of the Library have met the 70/30 rule. A motion was made by Travis Wilson and seconded by Susan Caron to recommend to the City Commission to approve this request as submitted. The motion passed 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.

Other: Susan shared with the committee that staff is working on a brochure to showcase the historical attractions. This will help the Anderson County Historical Society and will eliminate the need for several brochures highlighting individual historic places and combined them into one convenient marketing piece. It will then be made available on the simplygarnett.com website and given to the Anderson County Historical Society for their use.

There being no further items to discuss, a motion was made by Cecilia Lamb to adjourn the meeting. Paula Wallace seconded the motion and the meeting adjourned at 6:40 p.m.

Minutes recorded by Susan Wettstein.

Reports: (See next page)

Susan's Report:

SEKTR Meeting

I attended the Southeast Kansas Tourism Region meeting on September 15th in Burlington. They spent a considerable amount of time talking about coop ads in various magazines in which we do not have the funds to participate.

They are planning to go as a collective group promoting Southeast Kansas and have a booth at the Kansas City Boat Show on January 19-22, 2017. I did not commit us as a participating entity at this time.

Tour Kansas is planning a Tour Kansas Showcase in August. I need to find out what that entails but those who participated in it this year thought it was worth it. Travel writers attend this.

Kelley Hilliard from the Kansas Department of Wildlife, Parks and Tourism was the guest speaker and presented the 2017 Marketing Opportunities handbook that the state tourism agency provides. The tourism department has launched a new website and transferred our data and would like us to go online to make sure there are pictures and that the information is correct. At one time they had removed the city element but have brought it back and would like each city to provide 150-word paragraph and photo. The URL is still the same as before, www.travelks.com

SEKTR will meet on November 17th in Erie and it is time to review bylaws and elect officers for next year. They need chairpersons for the following: Education, Membership, Marketing and Legislation.

Shared: Legislatively there is a ruling that as of December 1st there is a change on how comp time and overtime is paid for persons under \$47,000.

Opening March of 2017, Kansas Crossing Casino in Pittsburg at the crossroads of US 400 and US 59. They are including a new motel and event center in which the stage can be turned 180 degrees and face outside and turn the event into an outdoor event (kind of cool idea!). The casino will have table games in addition to slots. The casino has signed a marketing agreement with SEKTR to commit funds to the organization for promotion within the region.

Coffeyville is hosting a new event, "Street Drags". Yes, their city is allowing organized drag racing on their main street!

Geocaching

The online listings I initially posted were rejected for coming off as "advertising". So I dumb down the content and it was accepted. We have our first 3 geocaches planted and we have had visitors.

I have the Tourism Marketing Action Plan listed on the agenda as there are some new faces on the board and even the existing members and staff could use a refresher on what the purpose and vision of the committee is about.

We have been busy promoting upcoming events and engaging with people on social media. For instance, Desiree organized a meet-up at Sandra's Quick Stop on September 17th to honor the fallen officer in KC as he was transported back to his home in Oklahoma. A simple video that I made from my phone and posted to our website showing the locals, fire department and police who came out to wave flags as they precession came by was viewed over 21,900 times and shared 153 times.

We are working on the 2017 calendar of events so that we can focus on updating our website and the state's and then schedule posts on social media to drive visitors to those sites.

Website work continues as this is one of the busiest times of the year for us. Work includes adding information on the 2017 At The Walker Open Art Exhibition. The total visits to date on our website in September is 13,981. Update - As of 09/30/16: 14,871.

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Garnett Area Chamber of Commerce

Office Report

October 2016

- **MEMBERSHIP**

STEADY – COMPARABLE TO PREVIOUS YEARS

- **AMBASSADORS**

- No meeting due to health issues of members.

- **PAST EVENTS**

- **FALL CITY WIDE GARAGE SALES**

- **OUTREACH**

- Tourism Meeting 10/5/16
- Chamber Board 10/13/16
- Meeting with businesses about promotions during the weekend of October 8th

- **UPCOMING**

- Tastes & Talents – October 8, 2016
- Ladies Night Out – First Weekend of November
- Christmas Parade – November 26, 2016

- **OTHER**

- We are currently working on updating our by-laws and membership. Membership renewals will start in October. If any business or individual would like to get ahead of the crowd by renewing early, contact me!