

Garnett Tourism Committee
Minutes
June 7, 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 and Paula Wallace, members. Also attending: Joyce Martin, City Manager, Susan Wettstein, Community Development Director, Desiree Donovan, Administrative Assistant/Chamber Director, and Rosanna Bauman. Absent: Laurel Ladwig, Nicole Stevenson and Travis Wilson, members.

With a quorum present, the meeting was called to order at 5:31 p.m.

Positive Tourism Observations

Tom reported that the Theatre has sold out for almost every show of "The Foreigner", amounting to around 650 tickets to date. Desiree stated that the Garnett Remembers ceremony was very well attended. Joyce mentioned the positive feedback she also received for the Celebration of Service.

Approval of Minutes - A motion was made by Bob Risch, seconded by Susan Caron to approve the minutes of May 3, 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 \$7,418.74 after two corrections to the report. First correction was the AAKC should not be withdrawn from the TGT, that will put \$205.16 back into the account. The second correction being the final invoice for the Travel KS Guides amounted to \$920.00 instead of the estimated \$1,000.00, putting another \$80.00 into the account for the above listed uncommitted funds total. The next distribution will be in August.

Tom gave a follow up statement about the Anderson County Fair Board proceedings after our suggestion to not approve the funds for the Carnival. Tom stated that the commission decided to donate from utility reserve funds to this event. He expressed that the funding is not coming from TGT.

Susan reported that she has been in discussion with Phil Griffin, general manager of the Garnett Inn and Suites. She reported that the last TGT disbursement from the state could have been low due to the fact that the Garnett Inn has lost a hunting outfitter who usually reserves most of the hotel for several weeks. She also reiterated what Travis Wilson stated at the last meeting, that Wolf Creek did not have an outage that also left vacancies in the hotel. Susan stated that Phil and the Garnett Inn staff are working towards arranging for new outfitters to begin staying here in Garnett.

Old Business

Susan reported that we have great participation for the 2018 Kansas Visitors Guide. Three new businesses/events have decided to have a listing this year. There is a total of 26 listings.

Susan reported that people are geocaching in our area. Susan recently planted a new one at the Gerth Cabin which brings us to a total of 5 now in Anderson County that Tourism has planted. Eventually, we would like to venture out towards other landmarks and attractions in Anderson County. Once all of the geocaches are planted, we hope to hold some sort of game to get people involved. Tom suggested that we place some type of informational material in welcome bags for the campers that explains geocaching in our area.

Rosanna Bauman reported on her experience representing the Garnett area at the 2017 Kansas Sampler Festival. She stated they had great weather and around 8,000 people attended this year. This event is the final Sampler. Their table location inside the Southeast Kansas tent was moved around a bit, which did not provide them with as prime of a spot as they would have liked. However, they did end up selling about three-

fourths of their baked goods and gave out almost all of the brochures in the one day they attended the festival. She also stated that the SEK tent won the "Friendliest Tent" award and she believes Garnett received a lot of advertising via the "Mini Farmer's Market" style table they had set up. Rosanna informed the committee that the Kansas Sampler Foundation is making plans for the 2018 Kansas Road Trip. The road trip concept will take the place of the sampler festival. She stated that each year, three counties would be chosen to be featured on the road trip. Planning is in the beginning stages. With 105 counties in Kansas it is unknown when Anderson County may be featured.

The committee discussed the TGT After Event Reports for the G-Town Smokin' Showdown and The Walker Art Gallery's Juried Art Show. Those reports were emailed with the agenda. Checks for the amounts of \$1636.00 (Walker Art Committee) and \$924.60 (Knights of Columbus) were issued upon completion of the TGT requirements. The only discussion about this was that the Walker Art Committee planned their advertising very well this year and their participation proved that. Their attendance was up this year for the Juried Art Show. The Walker Art Committee is starting an Ambassador Program for the Arts and have interest from some adults and even grade school-age children. Joyce stated that the WAC is working on their next display that will highlight letters written to Maynard Walker from famous people, such as Jacqueline Kennedy Onassis. She also mentioned that the Arts are becoming more visible in Garnett.

New Business

New Transient Guest Tax Requests: Susan shared an updated report showing the total requests, including the amounts of the two (2) applications to be considered at this meeting. The total allocated for 2017 at this time would be \$23,972.90. There is one more possible request to be made that staff is aware of and that amount is also included in the total. The budgeted amount for special event requests for 2017 is \$26,000.00.

The Committee considered the Marketing Transient Guest Tax Application submitted by the Greeley Smokeoff. The request is to fund advertising of the two-day event to be held September 8 & 9, 2017 for the amount of \$2,114.00. Tom and Susan explained a little about this event to those who were unaware what it was. Susan reported that Renee Pagenkoph was a new person taking care of the advertising for the organization and had contacted Susan asking some questions and making plans to advertise more in advance that had been done in the past. Last year's event was down attendance wise due to the rain and subsequent cancelation of the charity softball tournament. Average attendance is typically around 1,000 people and they hope to increase attendance to 1,500 people through the advertising shown in the application. Tom noted there is no local advertising mentioned and therefore no computation of the 30/70 percentage requirement. Robert Risch motioned to recommend to the City Commission the approval of the application as submitted. Paula Wallace seconded the motion. Motion passed 4-0.

The Committee also considered the Marketing Transient Guest Tax Application submitted by the Friends of the Library for the Holiday Homes Tour. The request is to fund advertising of the one day event held on Sunday, December 3, 2017 at 1 p.m. The amount of the request is \$927.00, of which \$207.00 or 22% of the request is for local advertising, thus meeting the 30/70 rule. Bob mentioned concerns about the lack of support this application gives to local businesses, hotels and restaurants. The application notes, "Doubtful" on questions in the application addressing if visitors will utilize lodging, and expresses that most businesses are not open during the tour. Tom mentioned they are hitting more outside advertising this year that might help with visitor attendance. Susan noted that this was the organizatio she spoke to last year that questioned the effectiveness of these funds on the attendance of their event. In looking at their last year's Homes Tour invoices for reimbursement, Susan saw that advertising was scheduled just to run a week to two weeks leading up to the event, so she recommended they try advertising earlier. In discussion of the approval of this application, concerns were expressed about the day of the week and time this event is held which could hamper attendance, prevent the opportunity for outside visitors to attend, and discourage possible overnight lodging and shopping. Joyce mentioned that most of the attendance to this event is local residents since it is held on a Sunday afternoon. Tom suggested that we offer feedback/suggestions to the Friends of the Library. Ask them if they have considered possibly changing the time and date of this event to better accommodate visitors from

outside the community and church-goers, and maybe have it during a time when businesses are open. Robert Risch made a motion to table this application to allow staff to convey this discussion to the applicant and see if they wish to submit a revised application before the Tourism Committee votes on a recommendation. Paula seconded the motion. Motion carried unanimously.

Staff Reports

Staff reports by Susan Wettstein and Desiree Donovan were emailed with the agenda to committee members. In addition to those written reports, Susan encouraged the committee to geocaching this summer when they have time. Paula recommended changing the difficulty level to the Greeley geocaches so these caches will be visible on the free version of the mobile app. The current settings make them viewable on the premium app. Paula will check on what level that needs to be changed and let Susan know.

There being no further discussion, a motion was made by Tom Emerson and seconded by Robert Risch to adjourn. Chairman Tom Emerson, Jr. adjourned the meeting at 6:43 p.m.

Minutes recorded by Desiree Donovan.