

Garnett Tourism Advisory Committee
Meeting Minutes
March 11, 2020

The Garnett Tourism Advisory Committee met on Wednesday, February 5, 2020. The meeting was called to order at 4:32 p.m. with the following members present: Tom Emerson Jr., Chairman, Paula Wallace, Vice-Chair, Travis Wilson, Krystal Baugher, and Susan Caron. Absent: Laurel Ladewig and Nicole Stevenson. Also, present: Gina Witherspoon, Guest; Chris Weiner, City Manager; Susan Wettstein, Director of Community Development, Julie Turnipseed, Director of Economic Development (ACDA) and Kris Hix, Administrative Assistant/Chamber Director.

Positive Tourism Observations

Tom noted the theatre has tickets available for most show nights.

Approval of Minutes

A motion was made by Paula Wallace to approve the minutes from February 26, 2020. Motion seconded by Travis Wilson. Motion passed 5-0.

Financial Report

Travis Wilson shared the City Commission approved the Anderson County Fair's request to fund half of the carnival deposit in the amount of \$2,500. The City Commission also followed the recommendation of the Tourism Committee to grant \$2,800 for marketing of the fair.

The cash balance of the Transient Guest Tax Fund ending February 29, 2020 is \$52,826.39. The remaining budget balance for the local grants is \$8,656.19.

New Business

Transient Guest Tax Event Application:

The Committee reviewed the marketing application of the Anderson County Corn Festival, Inc. The request presented by the Anderson County Corn Festival, Inc. is for advertising Cornstock, to be held September 26, 2020. The amount for this request is \$4,500. The request meets the 30/70 rule. Last year's attendance was 0. The Previous year was estimated at 4,800. Anticipated attendance for this year is 5,000. Gina Witherspoon, Chairman of the Anderson County Corn Festival, was in attendance to answer any questions.

The Board considered the event, the impact on the community, and if previous marketing had been effective in increasing attendance year over year. Cornstock attendance has increased yearly, with the exception of last year due to the cancellation of the event. However, the impact the advertising made on generating camping fee revenue for the City, and filling lodging establishments to help replenish the TGT still shows substantial impact for the City.

Travis Wilson made a motion to recommend approval of the application as submitted. Paula Wallace seconded the motion. The motion passed 5-0. It will proceed to City Commission for final consideration. Gina Witherspoon left the meeting at 4:55 p.m.

Old Business

Strategic Plan: At this time, board proceeded into their strategic planning with Julie Turnipseed facilitating and Kris Hix scribing.

Staff Reports

None due to limited time.

Adjournment

Motion to adjourn was made by Travis Wilson. Motion was seconded by Paula Wallace. Motion passed 5-0. Meeting adjourned at 6:00 p.m.

Minutes respectfully submitted by Kris Hix.