

Garnett Tourism Advisory Committee
Meeting Minutes
September 7, 2021

The Garnett Tourism Advisory Committee met on Tuesday, September 7, 2021, at City Hall. The meeting was called to order at 4:32 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, Krystal Baugher, Susan Caron, and Helen Norman members. Absent: Nicole Stevenson and Laurel Ladewig, committee members. Also, present: Susan Wettstein, Director of Community Development and Tourism, and Kris Hix, Administrative Assistant.

Approval of Minutes

A motion was made by Tom Emerson, Jr. and seconded by Helen Norman to approve the minutes from July 20, 2021, as written. The motion passed unanimously (5-0).

Financial Report

The financials were reviewed showing TGT reimbursements at \$3,786.17 for the year with an anticipated \$13,255 yet to be reimbursed and \$7,425.43 still available for requests for 2021. There is \$5,361 In-House Marketing available and \$2,500 for programs. The current cash balance of the Transient Guest Tax Fund as of July 7, 2021, is \$62,309.17. This balance includes the August receipt of \$7,2354.94 from the State. There has been no word on the \$2,500 approved for the deposit paid to the Anderson County Fair for the carnival deposit.

New Business

None

Old Business

New Event Contest:

The committee continued discussion how to proceed forward with a new event contest. Director Wettstein opened the discussion by sharing a draft of the contest application for the committee to review. Chairman Tom Emerson, Jr. suggested modifying the application to state that the winner would be awarded at least a minimum of \$1,000 through either a marketing or non-marketing TGT grant application when submitted through approval process. The committee discussed how many winners would be chosen and when contest information would be released. The committee agreed that contest applications would be due by November 15 and reviewed at the November 16, 2021. Those applicants wanting to present their event idea can be scheduled the evening of November 16. The contest winner would be announced during the November 23 City Commission Meeting. This would allow staff time to promote the contest and give the winner adequate time to plan their 2022 event. Director Wettstein will draft said changes to the contest application and send a copy to committee members when submitting to the City Clerk for inclusion in next week's Commission meeting packet. With those adjustments to the contest

application, a motion was made by Tom Emerson and seconded by Helen Norman to recommend to the City Commission the approval of this contest. Motion passed unanimously (5-0).

Strategic Plan:

Tabled until next meeting.

Staff Report: Director Wettstein shared her written reports with the committee. Chairman Tom Emerson, Jr. inquired about Director Wettstein's attendance of the Thrive Allen County public meeting on Housing and Economic Development. Director Wettstein shared that they garnered a USDA Rural Placemaking Innovation Challenge Grant, and how that could help the Garnett community.

Director Wettstein shared that the City of Garnett's 160th Celebration would take place on October 7, 2021, and that she was working with the Garnett Fire Department to coordinate the event. This would be in conjunction with National Fire Prevention Week, as well as the final Garnett Farmers' Market of the season, and the finale concert of Morning Mingle's Concert in the Park series. Any advisory board volunteers, city employees and commissioners would be invited to help serve the public at this Burger Bash & Birthday Cake celebration at the fire station.

Adjournment

With no other business to come before the committee, a motion was made by Chairman Tom Emerson, Jr. and seconded by Helen Norman to adjourn the meeting. The motion passed unanimously (5-0). Meeting was adjourned at 5:19 p.m. The next meeting will be held on October 5, 2021, at 4:30 p.m. at City Hall.

Minutes respectfully submitted by Kris Hix, Administrative Assistant.