

Garnett Tourism Advisory Committee
Meeting Minutes
March 2, 2021

The Garnett Tourism Advisory Committee met on Tuesday, March 2, 2021. The meeting was called to order at 4:31 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, Krystal Baugher, Susan Caron, Helen Norman and Nicole Stevenson. Absent: Laurel Ladewig. Also, present: Chris Weiner, City Manager, Susan Wettstein, Director of Community Development and Tourism and Kris Hix, Administrative Assistant/Chamber Director.

Approval of Minutes

A motion was made by Susan Caron to approve the minutes from February 2, 2021. The motion was seconded by Paula Wallace. Motion passed unanimously (6-0).

Financial Report

The cash balance of the Transient Guest Tax Fund is estimated at \$57,430.34. There were no expenses. A TGT disbursement was received in February in the amount of \$4,765.18.

Old Business

TGT Application-Lake Garnett Grand Prix Revival (LGGPR): The LGGPR originally requested \$7,950 in TGT funds for marketing their 2021 event. The committee discussed the advertising, specifically, which national publications were the most successful, and which publications did they not participate in included in the application as well as the amount granted for the 2020 event, which was less than the group originally requested. At the February 2nd meeting, the committee voted to request more detailed information on their 2021 marketing plan. The LGGPR resubmitted the description page for their application with the revised marketing plan included, with the reduced amount requested of \$4,855. The changes included removing the Ottawa Herald and Anderson County Review advertising from their request. The group dropped \$900 from their request but have not determined which other publications they are removing. Susan Wettstein noted the amount adds up to \$4,850, but it is up to the committee to make a recommendation. A motion was made by Nicole Stevenson to approve the revised application in the amount of \$4,855. The motion was seconded by Helen Norman. The motion passed unanimously (6-0).

TGT Application-Garnett Business and Professional Women Square Fair: Tom suggested removing \$78 from OhZone emails on the Ottawa Herald line item, since that advertising avenue no longer exists. Tom also questioned what exactly Discovery Publications was and how it pertained to the event. Susan Wettstein explained that the publications advertises antique shops, quilt stores, craft venues and events. Nicole suggested removing the Anderson County Review, leaving the total of Ottawa Herald funding, and using Review funds towards Facebook advertising. Tom asked if anyone else had thoughts. Krystal Baugher agreed with more online marketing and to increase

Facebook Advertising to a total of \$589.52. Tom Emerson, Jr. made a motion to approve the application for the amount of \$1,819.57 with the adjustments to line items as recommended by the committee. Nicole Stevenson seconded the motion. The motion passed unanimously (6-0).

Susan Wettstein stated that the new event contest needed to be tabled at this time. Current events were struggling on whether to host their events due to Covid-19. A draft document will be prepared but now may not be the right time to launch the idea.

Susan Wettstein shared news of the changes of dates for the Anderson County Fair, as well as the upcoming Spring demolition derby. Susan also shared that there would be a possible TGT submission from the Anderson County Fair Association coming soon.

Susan Wettstein reminded the committee that it was time to submit the 2022 Kansas Travel Guide listings. She stated that in 2020 the committee had agreed to approach the City Commission to cover cost for the pandemic year except for a new listing, which was offered at half-price and Tourism covered the other half. Susan asked for direction on this. Tom Emerson, Jr. made a motion to proceed with the original system; that businesses and attractions would pay for their listings and offering first timers a half-price discount, as businesses have reopened and are slowly coming back from the recession. The motion was seconded by Nicole Stevenson. Motion passed unanimously (6-0).

Strategic Plan-Tabled.

City Manager Weiner entered the meeting at 4:55 p.m.

Susan Wettstein asked the committee their recommendation on the 2022 Tourism Budget. The consensus was for the budget to remain the same. City Manager Chris Weiner stated that the Tourism Budget was relatively simple and that changes could be made if needed until approximately July 2021.

Susan Wettstein shared with the committee that she had spoken with a representative from Department of Tourism about the attraction grant program. With this program, the state would reimburse 40% of the cost of the project. Susan shared with the representative concerns that we will lose valuable events if repairs are not made to the 2.6-mile true road course utilized for the Lake Garnett Grand Prix Revival and kart racing. The Attraction Grant Program awards \$120,000 per year, choosing 2-5 projects for funding. Applications for this would be due by April 30. Susan stated that engineering and cost estimates would be needed and asked the City Manager if funding such is possible. City Manager Chris Weiner stated that there were some capital improvement resources, but with the recent gas issue funding might be an issue. Susan did not think it possible to gather the required elements of the grant application in time for this year.

Staff Reports

Staff reports were shared with the committee. These reports are the same as those provided to the City Commission.

Other: Susan Wettstein shared demolition derby flyers, an updated 2021 Special Events calendar, and photos of the new banner campaign. Susan Wettstein stated she was finishing up the Patriotic Banner Project. Waiting on proofs.

Adjournment

A motion was made by Helen Norman to adjourn the meeting. The motion was seconded by Nicole Stevenson. The motion passed unanimously (6-0). The meeting was adjourned at 5:08 p.m.

Minutes respectfully submitted by Kris Hix, Administrative Assistant/Chamber Director.