

Garnett Tourism Advisory Committee  
Meeting Minutes  
November 2, 2021

The Garnett Tourism Advisory Committee met on Tuesday, November 2, 2021 at City Hall. The meeting was called to order at 4:35 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair, Nicole Stevenson, Laurel Ladewig and Helen Norman, committee members. Absent: Krystal Baugher, Susan Caron, committee members. Also, present: Susan Wettstein, Director of Community Development and Tourism, Kris Hix, Administrative Assistant, and guest Paula Scott, with the Growing Garnett Group.

#### Approval of Minutes

A motion was made by Helen Norman to approve the minutes from September 7, 2021, as written. The motion was seconded by Vice-Chair Paula Wallace. The motion passed unanimously (5-0).

#### Financial Report

The financials were reviewed. Transient Guest Tax Fund reimbursements were given to the Anderson County Fair in the amount of \$3,061.93 for approved marketing, and to The Chamber Players Community Theatre for their first show of the season marketing in the amount of \$1,093.00. Copies of the After Event Reports were provided to the Committee for review. There is \$8,896.90 still available in the budget for requests for 2021. There is \$5,361.00 in In-House Marketing available, and \$2,500 for programs. Cash balance as of November 2nd is \$58,154.24.

Chairman Tom Emerson, Jr. invited guest Paula Scott, representing Growing Garnett Heart and Soul to speak. Paula presented the board with flyers on the Growing Garnett Phase 2 dinner workshop on Saturday, November 13, information on the Community Heart & Soul Program, and a biography on Michelle Franks, Growing Garnett/Community Heart & Soul coach. Paula invited everyone to join them for the November 13 dinner and presentation, and asked that everyone RSVP by Thursday, November 4, 2021. Paula explained that Growing Garnett had collected data for 2 years within the community, and some of the process of collecting data, as well as cost she and Sherry Benjamin had incurred for the Growing Garnett program, events, and website. Chairman Tom Emerson, Jr. commented that some of what the group has done ties into tourism goals. The committee thanked Paula for her time.

#### New Business

Re-Appointment of Laurel Ladewig and Krystal Baugher to Tourism Advisory Committee for a three (3) year term:

Director Wettstein stated that she had spoken to committee member Krystal Baugher and that she had agreed to serve another term. Chairman Tom Emerson, Jr. asked committee member Laurel Ladewig if she would like to serve another term. Laurel Ladewig stated that she would. Chairman Tom Emerson, Jr. made a motion to recommend to the City Commission the

reappointment of Krystal Baugher and Laurel Ladewig to the Tourism Advisory Committee. Committee Member Helen Norman seconded the motion. The motion passed unanimously (5-0).

#### Old Business

##### New Event Contest:

Discussion of the new event contest began. Susan Wettstein stated that they had no entries yet, but that she was aware of several who were working on the forms. The committee will meet on November 16, after the contest deadline to start going through the events and decide the winner.

##### Strategic Plan:

Director Wettstein stated that she feels the Strategic Plan needs to be updated and that she recommends it be done in early 2022. The current plan does not expire until the end of 2022.

##### Staff Report:

Director Wettstein shared her written reports with the committee, which included communications with Maggie Moore on the plans to make the Arthur Capper Memorial a tourist attraction. Director Wettstein stated she had spoken with Elizabeth Dyer, ACHS Art Teacher. Sketches are in the works for a mural and landscaping design to include. She also discussed an ADA accessibility element and landscaped area that could easily be maintained.

Director Wettstein shared that the City of Holton has announced approval of a banner project, which was inspired by "Garnett Remembers" banner project. David Powls spearheaded this project.

Director Wettstein asked committee member Nicole Stevenson who is the teacher we could ask to have local 7<sup>th</sup> graders participate in the League of Kansas Municipalities Essay Contest "My City, My Home"? Nicole will forward this information to the appropriate person.

Garnett Tourism will participate in a Southeast Kansas Tourism Region Brochure Network, where each community provides rack cards/brochures for one rack card space in displays made available throughout Southeast Kansas. Garnett Tourism may receive a rack display that we maintain through this network. Details are still being worked out through SEKTR

Director Wettstein shared with the committee the museum passport available at the Anderson County Historical Museum as well as other museums in the southeast region, and how it works.

SEKTR is now considering a golf course passport. Director Wettstein is waiting on a response from the Garnett Country Club if it would like to participate in the SEKTR Golf Course Passport program.

#### Adjournment

With no other business to come before the committee, a motion was made by Helen Norman and seconded by Laurel Ladewig to adjourn the meeting. The motion passed unanimously (5-0). Meeting was adjourned at 5:09 p.m. The next meeting is tentatively to be held on November 16<sup>th</sup>, following the results of contest entries received.

Minutes respectfully submitted by Kris Hix, Administrative Assistant.