

Prestonsburg Tourism Commission

Meeting Minutes of April 9th, 2019

MEMBERS PRESENT: Jim Ousley, Cliff Latta, Rocky Rowe, Jen Kopecky
MEMBERS ABSENT: Rodney Gardner, Julian Slone, Tim Branham
STAFF PRESENT: Samantha West, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Joe Campbell, Elaine Belcher, Shelley Crisp
CALL TO ORDER: 12:02pm by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Joe Campbell with the MAC stated that they are looking into starting a "Pay it Forward" campaign. They will give local restaurants and establishments tickets to the Kentucky Opry. Then the restaurant will set parameters such as spend \$25 and receive 2 tickets to the Kentucky Opry. The restaurant will set up the incentive program for their individual restaurant. 2020 is the 30th Anniversary of the Kentucky Opry and they want to do something special. Samantha added that from a tourism point of view we love it! We love that one of our partners is focusing on the bigger picture. Joe also informed the Commission of upcoming events: May 18th will be the Elk Draw with Rebecca Lynn Howard possibly performing as part of the TCN/CMH23 video shoot, May 17th Colin & Brad will be performing and Prestonsburg High School prom is the first weekend in May. Ashley McBryde will be at the MAC in June. She is the ACM award winner for New Entertainer of the Year. Also while TCN is in town shooting CMH23 they will be staying at Comfort for six nights. This is their third time in Prestonsburg and they love it. Conversations are already taking place regarding a fourth season being recorded this fall. He also added that in 2018 they had patrons from 25 states plus the District of Columbia with over 150k in foot</p>	

	<p>traffic.</p> <p>Steve Russo with the EKSC informed the Commission that they have had over 1,400 people through the Hubble exhibit so far. They have come from several states. A family from Spartanburg, SC will be heading to Prestonsburg soon to tour the exhibit. May 14th will be the last week for the Hubble exhibit.</p>	
Minutes Review	<p>Rocky Rowe made a motion to approve the minutes from the March 12th, 2019 meeting. Cliff Latta seconded the motion and the minutes were approved unanimously.</p>	
Monthly Financial Report	<p>Samantha West started off by informing the Commission that the first report they would see is the Community Trust Bank account which holds the funds from the Restaurant/Hotel Tax. The funds in this account are dispensed monthly to Parks Commission, the MAC, Stone Crest and Tourism. The total amount split this month for February taxes collected was \$58,534.15. The MAC received 26% which totaled \$15,026.69, Prestonsburg Parks Commission received 33% which totaled \$19,072.34, Prestonsburg Tourism also received 33% which totaled \$19,072.34 plus the collection fee which equaled \$739.18, and Stone Crest received 8% which totaled \$4,623.60. She went on to inform the Commission that the second report would be from First Commonwealth Bank which is Prestonsburg Tourism's main account where the bills and monthly expenses are disbursed from which is followed by the reconciliation reports. Samantha also added that KTIA is lobbying very hard for tourism in legislature so with KTIA being held in Pikeville next month a sponsorship is included in the bills plus two registrations for the event for Brooke and herself to attend. Also Treyton Blackburn is a senior at UK and is the first student to direct a main stage performance. He wants to have "Shakespeare in the Park" at</p>	

	<p>Middle Creek National Battlefield. He will have two union actors coming in to do workshops and will also have professional and local actors being paid for their performances. He already has several other entities partnering with him and Frank Fitzpatrick has agreed to match any donation that we may give to the event. The MAC will be contributing bluegrass musicians for the performances. The event will be held the week of June 4th with 5-6 shows. Cliff asked if some local artist could exhibit their work at the event. Samantha asked that commission donate \$1,500 towards the event that will hopefully be held on an annual basis in Prestonsburg.</p>	<p>Motion was made by Cliff Latta to approve monthly financials which includes the donation to "Shakespeare in the Park" and KTIA. It was seconded by Rocky Rowe and passed unanimously.</p>
<p>Director's Report</p>	<p>Samantha started off by informing the Commission that Jason Goble has been called to Nashville to share his music at many venues there such as Tootsie's and Kid Rock's bar. The members of his band are all from Eastern Kentucky. Diane, one of our tour operators, will be plugging him into her Nashville tours which keeps the connection he has to Prestonsburg. So with his absence Troy Burchett will be taking over as MC of the Tuesday Night Song Writer's Scene. We have new media and ads going out for Song Writer's. Our local venues can buy into it and boost their business on one of the slower days of the week. Jen Kopecky, owner of City Perk, added that owners need to advertise themselves and buy into Song Writers. Samantha also informed the Commission that our social media total numbers are down but individual engagement is up. Our billboards featuring Stone Crest are still up and our commercials with WLEX featuring the Stay & Play packages are starting. We also have new ads in Kentucky Living, CMH Travel Guide and the Tri State Summer Fun Guide. Our focus with these ads are play and adventure. "How do you Play?" "Say Yes to Adventure". Our marketing focus next year will lean more towards video. We need to</p>	

produce more commercials. Our main focus will be general experience and then group travel. We are currently working with an Asheville TV station, WLOS on one of their feature travel shows. They will make seven full commercials/segments for us. We would like to partner and feature local businesses. We will also receive all the raw footage that they shoot while in Prestonsburg. Also we will be featured on the Lee & Hayley Show with WLEX. They will be here in late May early June to shoot the footage for that show. It is a millennial type show. Samantha also informed the Commission that she just completed a really cool interview with John Rosenberg which was done similar to "Behind the Verse". He is a holocaust survivor and a major advocate for Prestonsburg in the 70's and 80's. As for our groups we will be adding Rachel Messer to our list of performers. She will be performing at Webb's Grocery when our groups visit there and Butcher Hollow. We have two groups coming to Prestonsburg in April. A special thanks goes out to the MAC for getting Joe Mullins & the Radio Ramblers to perform which was a request from one of our groups. Also EHN will be held April 14th in Pikeville before KTIA gets started. Our lodging facilities are going to see a decrease this month due to Hillbilly Days attendance being down this year. Pikeville hotels are not sold out as of now. Jen Kopecky will be hosting an "Open Mic Night" for youth on April 13th. It is the first event in the entire nation to kick off a national event called "Remake Learning Days". The MAC will have a watercolor event as part of this national event the following Thursday night. The East Kentucky Science Center will also be hosting an event on Saturday night. The "Arty Bus" will also be a part of this national event on April 20th. They have an entire curriculum planned. They all will be on "Talk of the Town" tomorrow. Samantha concluded by stating that we are looking for

	<p>sponsorships for Paddle Fest. Our sponsorships letters are ready to be sent out.</p>	
<p>Old Business</p>	<p>Samantha gave the Commission a Legislative update. Kentucky has decided to remain a “Welcoming Kentucky”. The bid process has been changed from \$20k to now \$30k is the minimum. The non-profit event tax has been reversed on HB354. Also HB268 will put more money into the State Parks and HB278 which is for putting money into Tourism Development stands.</p>	
<p>New Business</p>	<p>Samantha informed the Commission that we are now offering hotel discounts to Knott County Trail Riders. This is a new unofficial partnership.</p>	
<p>Executive Session</p>	<p>Cliff Latta made a motion under KRS68.115 to enter into Executive Session at 12:52 which was seconded by Rocky Rowe and passed unanimously. A motion was made at 1:06 by Cliff Latta to come out of Executive Session which was seconded by Rocky Rowe and passed unanimously.</p> <p>Out of Executive Session Cliff Latta made a motion to approve the Tourism Budget for the 2019-2020 fiscal year which was seconded by Rocky Rowe and passed unanimously.</p>	
<p>Next Meeting</p>	<p>May 21st, 2019 at 12PM at the Mountain Arts Center</p>	
<p>Adjournment</p>	<p>The meeting adjourned at 1:08PM.</p>	<p>Motion was made by Rocky Rowe to end the meeting which was seconded by Cliff Latta.</p>