

# Prestonsburg Tourism Commission

Meeting Minutes of October 9<sup>th</sup>, 2018

<b>MEMBERS PRESENT:</b> Rodney Gardner, Rocky Rowe, Cliff Latta, Jim Ousley, Tim Branham, Julian Slone
<b>MEMBERS ABSENT:</b> Rick Hughes
<b>STAFF PRESENT:</b> Samantha West, Brooke LeMonds
<b>GUESTS PRESENT:</b> Steve Russo, Misha Curnutte, Joe Campbell, Charly Wise, Don Fields, Nikki Steffey, Les Stapleton, Michael Ellis, Jennifer Burke Elliott
<b>CALL TO ORDER:</b> 12:07PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
<b>Executive Session</b>	Rocky Rowe made a motion to enter into Executive Session at 12:08pm under KRS 61.810(c). Rodney Gardner seconded the motion which passed unanimously. The Commission came out of Executive Session at 12:25pm through a motion made by Cliff Latta which was seconded by Julian Slone and passed unanimously.	
<b>Public Comment</b>	Don Fields addressed the Commission in regards to the 21 <sup>st</sup> Annual Jenny Wiley Cycling Rally. They had about 70 participants of which 29 were women. They received great comments and feedback in regards to the event. He also told the Commission that he starts organized bike rides starting in March which are held every Tuesday and Thursday nights. Thursday nights are social bike rides where beginners are invited to learn how to ride, switch gears, rules of the road, etc. They also participate in many other rides in Eastern Kentucky including the Super Tuesday Road Ride which includes Prestonsburg, Letcher County and Knott County. On May 12 <sup>th</sup> they participate in the Whitesburg Rally and on May 20 <sup>th</sup> the Tour de Kingdom Come Ride. There is also a Memorial Day Century Ride which covers 100 miles. All of these events are free. Here in Prestonsburg during July they hosted the first "Ride Like a	

Girl” Rally which had over 60 participants that rode 16 miles. This upcoming weekend they will have the Legend of Jenny Wiley Tour which will start in Prestonsburg then go to Jenny Wiley’s grave in River and then back around Dewey Lake. They will cover 50-60 miles. In the future he would like to combine the ride with the “Legend of Jenny Wiley” at the Jenny Wiley Amphitheatre and storytelling to make it a complete weekend event combining it with other outdoor activities such as kayaking, biking and hiking. He also told the Commission along with Tim Branham that we have the opportunity to add many more miles of trails to our existing trail system including the Corn Fork Trail which is a 14 mile loop which are unique and hard to find. If you go over 1 hill you end at German Bridge. The trails are already in place they just need some work.

Charly Wise with Appalachian Hospice wanted to thank the Commission for their grant for the Moonlighting for Hospice event which was a great success. They had around 140 participants. Next year they are looking at starting earlier in the evening and moving the event to September. The participants really enjoyed the pontoon ride back to the starting line. They had around 60 participant’s pre register and 80 sign up that evening. Their total income for the event was \$7,536.04. The total expense was \$4,277.50 which left a total profit of \$3,258.54.

Joe Campbell with the MAC informed the Commission that Rachel Messer with the Kentucky Opry is a participant on “The Voice” with Team Blake. Down on the River, a local band, will be doing a live video shoot tomorrow night on the MAC stage. The Country Network will be here on Friday recording season 2 of “Live from CMH23”. They will be recording in Pikeville on Thursday. Season 1 will have a

	<p>premiere here at the MAC on Friday night. It will air on The Country Network in November reaching over 20 million households. Joe Nichols is scheduled to perform next Thursday. The Fall Artist Series is starting at Gearheart Auditorium with three concerts. On November 2<sup>nd</sup> Dancing for Shelter will be held to raise money for the Floyd County Homeless Shelter. On November 3<sup>rd</sup> "Third Tyme Out will be in concert with The Wooks.</p> <p>Steve Russo with the East KY Science Center informed the Commission that they have two upcoming events; the Halloween Laser Show and Trunk or Treat on October 29<sup>th</sup>. Last year there were over 1,200 people to participate. He also invited Prestonsburg Tourism to participate if they would like.</p>	
<b>Minutes Review</b>	Rocky Rowe made a motion to approve the minutes from the September 11 <sup>th</sup> , 2018 meeting. Julian Slone seconded the motion and the minutes were approved unanimously.	
<b>Monthly Financial Report</b>	Samantha presented the monthly bills to the Commission along with tour group pass through check requests from First Commonwealth Bank. Also the Commission was presented the tax splits this month from the Community Trust bank account.	Motion was made by Rodney Gardner to approve monthly financials which was seconded by Julian Slone and passed unanimously.
<b>Director's Report</b>	Samantha started off by informing the Commission that the Community Calendar is back up and running on our website. She added that if anyone has any upcoming events to send us a message so we can get it added to the calendar. She will start the planning process for our new website next week with Print & Pixel which will take about six months to complete. In November we are registered to attend KTIA's Annual Fall Conference in Owensboro. Also at the beginning of the year we are scheduled to attend ABA and a few other shows. The new trails video is out with	

	<p>WLEX which is getting great traction and our digital commercial this month is focusing on the Jenny Wiley Festival. We also have an upcoming meeting with Print Distribution regarding our brochure distribution and the routes we would like to use. Looking at possibly focusing on some new areas such as North Carolina. Also it's a great month in Prestonsburg with lots of events going on but especially for music from the Jenny Wiley Festival to CMH 23. It has been great sitting on these meetings with CMH 23 and I think that it will do great things towards spotlighting our local talent. She asked the Commission to make note of the upcoming events and come out to support in any way we can.</p>	
<b>Old Business</b>	<p>Samantha informed the Commission that she has met with Brad from Stone Crest in regards to the Stay &amp; Plays and the Golf Expo's next year. They have decided the three shows to attend this year will be Cincinnati, Columbus and Pittsburgh. The decision was made to produce rack cards instead of brochures. The bidding process has begun for the production of the rack cards. Jim Ousley thanked the Mayor for his support towards the Stay &amp; Plays and for attending the Columbus show this past year with Stone Crest. Jim stated that the results of the Stay &amp; Plays have been unbelievable.</p>	
<b>New Business</b>	<p>Samantha started off by addressing the grants that have been reviewed by the Grant Sub-committee. She also asked that anyone submitting a grant request to please be conscience of the time frame that are applying in regards to the date of their event. The grant sub-committee made recommendations towards three grant applications:</p> <p>The Jenny Wiley Cycling Rally requested \$1,200 in which the sub committee recommended granting \$900.</p>	<p>Rodney Gardner made a motion to grant \$900 to the Jenny Wiley Cycling</p>

	<p>The Jenny Wiley Festival requested \$10,000 in which the sub committee recommended granting \$5,000 total with \$1,000 of that being kept in house by Prestonsburg Tourism for marketing.</p> <p>The Russell May Retrospective requested \$2,500 in which the sub committee recommended granting \$2,000.</p> <p>Samantha informed the Commission that we have 12 tour groups scheduled for 2019 as of today. We have hosted around 25 tours this year with two groups left. One of these groups is a travelling RV Group.</p> <p>Samantha also told the Commission that she has been talking with “My City Bikes” in regards to developing self guided bike tours for Prestonsburg. There would be different tour routes including nature tours, historical tours, best of Prestonsburg tours, etc. They help plan and design the routes. She would like for us to partner with the City on this venture. Long term we are looking to develop bike tours that would add to our existing motor coach tour</p>	<p>Rally which was seconded by Cliff Latta and passed unanimously.</p> <p>Cliff Latta made a motion to grant the Jenny Wiley Festival \$5,000 total with \$1,000 of that total being used in house by Tourism for marketing. Rodney Gardner seconded the motion and it passed unanimously.</p> <p>Rodney Gardner made a motion to grant \$2,000 to the Russell May Retrospective which was seconded by Julian Slone and passed unanimously.</p>
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	business. The digital mapping for these routes will take about 10 weeks and cost \$2,000. She is also looking to meet up with Don Fields and Nikki Steffey to gain knowledge from their expertise in biking.	
<b>Next Meeting</b>	November 13 <sup>th</sup> , 2018 at 12PM at the Mountain Arts Center	
<b>Adjournment</b>	The meeting adjourned at 1:27pm.	Motion was made by Rodney Gardner to end the meeting which was seconded by Julian Slone.