

Prestonsburg Tourism Commission

Meeting Minutes of July 10th, 2018

MEMBERS PRESENT: Rodney Gardner, Rocky Rowe, Julian Slone, Cliff Latta, Tim Branham, Jim Ousley, Rick Hughes
MEMBERS ABSENT:
STAFF PRESENT: Samantha West, Brooke LeMonds
GUESTS PRESENT: Navajo Austin, Bruce Austin, Mary Meadows, Les Stapleton, Michael Ellis, Joe Campbell
CALL TO ORDER: 12:08PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>NavaJo Austin informed the Commission that mid-year the May House has had 339 visitors with 9 more tour groups this year yet to visit. The Battlefield has had around 254 visitors from the tour groups and also several drop ins.</p> <p>Joe Campbell with the MAC said this Saturday the Opry is running a special on tickets for \$5.00 and the show is almost sold out. The Opry has four shows left this season. Crowder, scheduled for August is completely sold out. Brandy Keg Crossroads will be September 22nd at Jenny Wiley Theatre.</p> <p>Les Stapleton informed the Commission that theatre groups have been contacting him with an interest in using Jenny Wiley Theatre. He added that Hairspray starts this weekend and Joe added that they have been using the MAC as rehearsal facilities this week. He also said there were about 500 people present downtown for Star City Day. Rocky Rowe added that the firework display was fantastic, "Hats off to the City". The fireworks ran 32 minutes. Cliff Latta asked if Les had ever considered moving the fireworks to</p>	

	<p>the weekend to take advantage of the downtown stores being open. Les said that the firework display will always be on July 4th, that is the day that we celebrate our country's independence and hopefully the downtown businesses will start to stay open through the 4th of July activities. Les added that the fireworks are executed through the fire department with five people being certified and 20 more qualified to assist. NavaJo Austin added that the "Winds of Appalachia" played at Archer Park on July 3rd. She is a member of this group and she said about 50 people were there to watch them play in the heat which is pretty good but she would like to see more people attend. She added that this is a free event and they play for two hours with religious and patriotic songs being performed.</p>	
<p>Minutes Review</p>	<p>Cliff Latta made a motion to approve the minutes from the June 19th, 2018 meeting. Julian Slone seconded the motion and the minutes were approved unanimously.</p>	
<p>Monthly Financial Report</p>	<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, StoneCrest and Tourism. 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. In addition they would see several additional check request forms from First Commonwealth. These forms are representing the disbursements of funds from the visiting tour groups who pay us for their tour and we will disburse the funds to the appropriate businesses and attractions they will be visiting while in the</p>	<p>Motion was made by Rocky Rowe to approve monthly financials which was seconded by Rodney Gardner and approved unanimously.</p>

	Prestonsburg area which is followed by the reconciliation reports.	
Director's Report	<p>Samantha started off by informing the Commission that the State has implemented a new tax law that affects special events through non-profits that became effective July 1st. At this point it is not clear what all will be affected by this new tax and the Government is still trying to figure out exactly what they passed. Starting this month we will have to tax Paddlefest. Also, we purchased a Square Reader so we will now be able to accept credit & debit cards at Paddlefest.</p> <p>The MAC commercial has done very well on our Facebook page as well as Paddlefest. We have taken advantage of a great deal with EKB which will post our commercial videos online in conjunction with Prestonsburg High School. They will be 10 second videos that can't be skipped over that will show to anyone that clicks on a Prestonsburg High School sports video. We will also have a new commercial coming out with Lex18 featuring local entertainment including the MAC, Jenny Wiley Theatre, local artists and Brandy Keg. Our brochures will now be available in Double Kwiks at 50 locations. Double Kwiks have purchased the brochure racks and are offering this service free of charge. We are also working on designing some new tour itineraries. In addition we are working on a Coffee Tour with the neighboring counties. On August 3rd we will have the first Prestonsburg Night Market. Rick Hughes added that Samantha will be the guest speaker tomorrow at the Chamber of Commerce luncheon held at "The Brickhouse".</p>	
Old Business	Samantha informed the Commission that she had met with Jessi from Print & Pixel. It went much better than anticipated. She stated they very much know what they are doing but with that said they are very costly. They were very understanding of our situation and are willing to work with	

	<p>us. Samantha added that she thinks the six part email funnel and the website redesign would be very beneficial. Currently our website is fine and decent but it is very difficult to update through the program. She said the price for the web design and maintenance is accurate through comparison. These two services will run \$1,200-\$1,500 monthly.</p>	<p>Rodney Gardner made a motion to allow Print & Pixel to perform the six part email funnel and web design. Cliff Latta seconded the motion and it passed unanimously.</p>
<p>New Business</p>	<p>Samantha informed the Commission that there were around 90 people at the “Birds of Prey” event at the Science Center. The grant was totally worth it. She added that we need to reclarify the grant process. She went on to say that the Middle Creek grant request would need addressed considering it was tabled at last month’s meeting.</p> <p>Samantha then asked the Commission if it would be acceptable for us set up online banking accounts for the purpose of checking balances and check clearances.</p> <p>Samantha also stated that she thought it would be beneficial for us to attend the State Fair this year as a vendor with other Commission’s from our region.</p> <p>Samantha went on to inform the Commission that the “Night Market” on August 3rd will be \$25 per vendor and \$75 per food truck. Michael Ellis added that a “Cruise In” would also accompany the “Night Market”. It will be held on Lake</p>	<p>Rodney Gardner made a motion to grant \$500 directly to Friends of Middle Creek and \$3,500 be used towards marketing through Prestonsburg Tourism for a total grant of \$4,000. Rick Hughes seconded the motion and it passed unanimously.</p> <p>Cliff Latta made a motion for starting online banking accounts which was seconded by Julian Slone and passed unanimously.</p> <p>Rick Hughes made a motion allowing Tourism to attend the 2018 State Fair which was seconded by Rodney Gardner and passed unanimously.</p>

	Drive with a portion of the road being shut down for the event. They asked that everyone please share this event through social media and word of mouth.	
Next Meeting	August 14 th , 2018 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 12:58.	Motion was made by Rocky Rowe to end the meeting which was seconded by Rodney Gardner.