

Prestonsburg Tourism Commission

Meeting Minutes of August 14th, 2018

MEMBERS PRESENT: Rodney Gardner, Rocky Rowe, Cliff Latta, Jim Ousley
MEMBERS ABSENT: Tim Branham, Rick Hughes, Julian Slone
STAFF PRESENT: Samantha West, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Mary Meadows, Michael Ellis, Joe Campbell, Clayton Case, Gina Rose, Misha Curnutte
CALL TO ORDER: 12:08PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Joe Campbell with the MAC started off by telling the Commission about the “Brandy Keg” event scheduled for September 22nd at Jenny Wiley Theatre. It will feature a mix of Blues and R&B featuring “Short and Company” and “Joslyn and the Sweet Compression” along with several other bands. It will coincide with the Russell May Event happening the same weekend at the Jenny Wiley Convention Center. “The Cleverly’s” will be at the MAC in September and they are a bluegrass band that does pop covers. Joe Nichols will be at the MAC in October and “Crowder” will be at the MAC next Friday with a sold out show. Also on September 7th and 8th “Bloodsong” will be performed at the Jenny Wiley Theatre in conjunction with the East Kentucky Elk Expo and on September 8th “A Night of Appalachian Storytelling” will be at Gearheart Auditorium. Clayton Case added that the “Kentucky Opry” will be headlining the SOAR reception.</p> <p>Gina Rose with the “Kent Rose Foundation” submitted a grant application for the Russell May Retrospective to be held September 21st and 22nd. She informed the Commission that included in the packet they would find the two flyers</p>	

	<p>for the event, a biography on Russell May, samples of the tickets for the event and short biographies of the featured artists. The proceeds from the event will benefit Appalachian Hospice Care, Kent Rose Foundation and the Jenny Wiley Foundation. They currently have 24 room nights booked. Their largest focus is community partnerships, showcasing local artists and building an event for years to come. If possible they would like to receive any grants funded prior to or by September 21st. Cliff Latta added that the supplies for the children's activities are pricey and they would like to compensate the artists for their travel to the event. They are also looking into doing permanent Russell May exhibits at Jenny Wiley, the MAC and Butcher Hollow. Jim Ousley added that he may know someone that would be willing to donate seven original Russell May's if they would be displayed in a secure location. Samantha West asked if they would stay after the meeting to discuss details of the grant further.</p> <p>Steve Russo with the East Kentucky Science Center thanked the Commission for the "Birds of Prey" grant. He added that they had 91 people attend the event. He also stated that they would have a new show starting at the Science Center "Mars Quest" which will be shown privately on Thursday at 7pm and then opens to the public on Saturday, August 18th. He also showed concern towards the May House and its operating hours. He said he knows NavaJo has a lot of responsibilities but the May House needs to open on Monday and Tuesday as advertised.</p>	
Minutes Review	Cliff Latta made a motion to approve the minutes from the July 10 th , 2018 meeting. Rocky Rowe seconded the motion and the minutes were approved unanimously.	
Monthly Financial Report	Samantha West started off by informing the Commission that the grants have been paid for the Middle Creek	

	<p>Reenactment and Appalachian Hospice from our First Commonwealth account. We are currently waiting on matching funds from the State of Kentucky to finish the 2017-2018 fiscal year which will be around \$16k.</p>	<p>Motion was made by Rocky Rowe to approve monthly financials which was seconded by Rodney Gardner and approved unanimously.</p>
<p>Director's Report</p>	<p>Samantha started off by informing the Commission that we have had really good engagement through our social media accounts. We have done some geofencing on the Night Market through Appalachian Newspapers with 10,000 hits. Our click through rate to our website is 44%. In regards to our commercial for Local Entertainment with WLEX we have had in between 25-30k views. For our Paddlefest commercial we are currently at around 50k views. She also told the Commission that she would be leaving today for the State Fair. We have two more Paddlefests scheduled for this year. We are also getting set up for the Elk Expo and SOAR.</p>	<p>Rodney Gardner made a motion to approve the travel expenses for the State Fair which was seconded by Cliff Latta and passed unanimously.</p>
<p>Old Business</p>	<p>Samantha informed the Commission that she has the contract with Print & Pixel ready to sign in regards to them redesigning our website and the six part email funneling. She also informed them that the Night Market was an overall great event with the local merchants and car show participation. The tentative date for the next Night Market is September 14th.</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 as the tour season is coming to an end we are continuing to focus on building local connection and events. Currently looking into a health day in the park event. Also in regards to motor coach shows we are looking right now at attending ABA and Heartland. We are also working towards updating the overall grant application process with two separate yearly deadlines. The grant committee will elaborate in the future on the changes. Cliff Latta requested that it become mandatory for</p>	

	post event updates in regards to the grants. Rodney Gardner added that there is a Bike Ride event scheduled for November 15 th and Jim Ousley added that the Trooper Island Poker Run will be on September 8 th ending at Quality Inn. Cliff suggested that we look into buying tickets to some of these events as promotional giveaways.	
Next Meeting	September 11 th , 2018 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 12:45.	Motion was made by Rocky Rowe to end the meeting which was seconded by Rodney Gardner.