

Prestonsburg Tourism Commission

Meeting Minutes of September 11th, 2018

MEMBERS PRESENT: Rodney Gardner, Rocky Rowe, Cliff Latta, Jim Ousley, Rick Hughes, Julian Slone
MEMBERS ABSENT: Tim Branham
STAFF PRESENT: Samantha West, Brooke LeMonds
GUESTS PRESENT: Mary Meadows, Michael Ellis, Les Stapleton, Brad Reynolds
CALL TO ORDER: 12:02PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Brad Reynolds with Stone Crest Golf Course came to update the Commission on the Stay & Play packages. To date they have sold 181 packages this year and 28 more are booked. There have been a total of 209 guests since the revamping of the Stay & Play packages in December. It has come to a total of 378 room nights. There have been two college events with 21 colleges staying in our local hotels, totaling 130 people with 260 room nights. Total heads in beds this year is 638 people totaling around \$75k in hotel/restaurant revenues. Individuals have visited Stone Crest from St. Louis, Northern Michigan, Indiana, Kentucky, Ohio, Tennessee and Charleston, West Virginia areas. The return on a \$2k investment has equaled around \$75k. Brad said that they even sold a campground Stay & Play package. Les Stapleton added that the video of the course shown at the Columbus Golf Show garnered lots of interest. Brad then added that next year they are looking to link their website with ticket sales at the MAC to offer full day packages with day and night entertainment. Their new website is now live, www.stonecrestgolfcourse.com. Golf Advisor is listing Stone Crest as the only course in Kentucky offering Stay & Play packages. When KSR aired their show at Stone Crest it lead to four packages being booked within a week. Brad</p>	

	<p>then informed the Commission that he working on a plan to attend the golf show in Columbus again this year plus maybe two more. Looking at shows in Indianapolis, Cincinnati, Cleveland and Pittsburgh. To attend they will need to acquire stand up banners featuring the Stay & Plays. (Jim asked Brad to reach out to Samantha and schedule a meeting.) Brad also said they will need some bi-fold or tri-fold brochures, a television stand with a television to promote the course and local hotels. Cliff Latta came up with a promotional campaign, "Bikes & Bogeys", for the outdoor enthusiast. Brad then added that the last weekend in September the UPIke Invitational Conference Tournament will be held at Stone Crest. Every team in the conference is required to attend. The commission asked that Brad keep us informed of upcoming events. Brad added that he now has easy access to the website and updating calendars to link events happening in Prestonsburg.</p>	
Minutes Review	<p>Rodney Gardner made a motion to approve the minutes from the August 14th, 2018 meeting. Rocky Rowe seconded the motion and the minutes were approved unanimously.</p>	
Monthly Financial Report	<p>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.</p>	<p>Motion was made by Rocky Rowe to approve monthly financials which was seconded by Rodney Gardner and approved unanimously.</p>
Director's Report	<p>Samantha started off by informing the Commission that she was working on a branded content video with WLEX 18 regarding our outdoor events and activities. Samantha added that Bloodsong did really well with their two performances last weekend. There were 83-84 people at the show Friday night and 116 people Saturday night. Les added that it was a quality well put together program. We hope to</p>	

	<p>have progression with this group in the future. The regional arts program is breaking down county lines and all facilities worked great together. The Middle Creek Re-enactment had the largest turnout of re-enactors since the 150th anniversary. The new initiatives with marketing are working. We are going to be sponsoring the airing of the Floyd Central and Prestonsburg football game with WYMT. This will give us 6 commercials slots during the game. The Night Market will be held this Saturday with lots of vendors participating. We have also purchased a table for the Russell May Retrospective Gala which has eight seats. Brandy Keg will be this Saturday starting at 4pm in the Jenny Wiley Amphitheatre.</p>	
<p>Old Business</p>	<p>Samantha informed the Commission that the State Fair went really well. Prestonsburg has a very strong impression on the State level. We were also part of the winning booth in Pride of the Bluegrass. Eastern Kentucky's booth received the highest booth score in State history.</p>	
<p>New Business</p>	<p>Michael Ellis, Comptroller for the City of Prestonsburg addressed the Commission in regards to four businesses being delinquent on the Restaurant/Hotel taxes. These delinquencies total \$90,268.92. The collection of these delinquencies has now been turned over to the City Attorney and all businesses have been contacted. Jim Ousley added that two of the businesses contacted him directly. He asked them to attend the meeting today, neither appeared before the Commission.</p> <p>Samantha told the Commission that she is scheduled to attend KACVB in Nicholasville this Wednesday-Friday. Also, September 18th we will be traveling to Cincinnati to meet with Diane Sphar regarding new proposed itineraries for motor coach tours.</p>	<p>Rocky Rowe made a motion to approve upcoming travel which was seconded by Rodney Gardner and passed unanimously.</p>

	Samantha also informed the Commission that we are currently working on new partnerships in our area. Right now we are focusing on health initiatives such as Yoga in the Park and Paddlefest.	
Next Meeting	October 9 th , 2018 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 12:45.	Motion was made by Rodney Gardner to end the meeting which was seconded by Rocky Rowe.