

Prestonsburg Tourism Commission

Meeting Minutes of November 20th, 2018

MEMBERS PRESENT: Rodney Gardner, Rocky Rowe, Cliff Latta, Jim Ousley, Tim Branham, Rick Hughes
MEMBERS ABSENT: Julian Slone
STAFF PRESENT: Samantha West, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Stacia Carwell, Joe Campbell, Shelly Crisp, Jacob Gardner, Les Stapleton, Greta Heintzelman-Slone, Gina Rose
CALL TO ORDER: 12:01PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Cliff Latta told the Commission that he was working on a 2020 conference with a Professional Engineers group. They will be doing a site visit next week to consider us for their location during their 2020 conference.</p> <p>Gina Heintzelman-Slone and Gina Rose with the Russell May Retrospective came to thank the Commission for their grant and support. They said the event was very successful with over 200 people coming to share, learn and view the collection of Russell May. Also the Lieutenant Governor came to speak at the event. They achieved all of the goals that they set for the event. The Foundation is set up to do future events. Their first outreach program through the arts has already taken place at Green Acres from the proceeds derived from the Russell May Retrospective. They are also looking to do a Russell May Scholarship in the near future. They are currently looking into a permanent display of Russell May's collection at Jenny Wiley State Resort Park. They brought 52 room nights from the event to Prestonsburg.</p> <p>Joe Campbell with the Mountain Arts Center informed the Commission that the Jason Isbell concert for December 16th is sold out. There are patrons coming from 14 states and</p>	

	<p>Washington DC. Over 40% of the tickets were sold to patrons from beyond 50 miles of Prestonsburg. The Kentucky Opry Christmas show will start on December 1st with 7 shows total. Corey Caudill will be in concert this week. Exile will be back for a Christmas show on December 20th. The Nutcracker starts next week with seven shows in five days. Friday night of the Nutcracker is already sold out. The MAC also submitted a grant request to the Commission requesting \$20k for event specific marketing. They would like for Tourism to continue marketing the MAC as a facility. They added that they can provide the Commission with monthly reports in regards to their expenditures. Steve Russo with the East Kentucky Science Center informed the Commission that they had over 1,200 people for the Trunk or Treat event at the College. Also, the Hubble Exhibit will be coming back in March and will be here for three months. March 4th-8th will be the setup with a reception on March 8th. The closing date will be around May 23rd-24th. Over 10,000 people came to see the exhibit the last time it was here. Steve also told the Commission that the laser system in the Planetarium is receiving a \$40k upgrade. It will be installed late winter to early spring. Les Stapleton informed the Commission that Archer Park Lights will start on Thanksgiving night. They will need about 30 people to volunteer to turn on the lights. Santa will be at the Park every Saturday night through Christmas. On December 8th the Christmas Parade will be going through downtown at 5:30. December 18th will be the Employee Holiday Party.</p>	
Minutes Review	Rocky Rowe made a motion to approve the minutes from the October 9 th , 2018 meeting. Cliff Latta seconded the motion and the minutes were approved unanimously.	
Monthly Financial Report	Samantha presented the monthly bills to the Commission through check requests from First Commonwealth Bank.	Motion was made by Rick Hughes to approve

	<p>Also the Commission was presented the tax splits this month from the Community Trust bank account.</p>	<p>monthly financials which was seconded by Rocky Rowe and passed unanimously.</p>
<p>Director's Report</p>	<p>Samantha started off by informing the Commission that we have partnered with a local company to obtain raw footage of locations in Prestonsburg to develop ads for local businesses, festivals, events, etc. We had a featured article in Travel South magazine which showed us in a very positive light. We also partnered with Kentucky Tourism to feature our local businesses. We will have two billboards switching from the Elk Tours to Shop Local and two switching to Archer Park Christmas Lights. We have a new blog out which is titled "15 Gifts for Mom" that will give readers gift ideas for Mom that can be purchased in Prestonsburg at our local shops. Our geofencing for November will focus on Elk Tours and then in December it will focus on the Christmas Kentucky Opry. Samantha also told the Commission that she attending the KTIA Fall Conference last week in Owensboro. It was a really great networking opportunity. KTIA will be coming to Pikeville for the Spring Conference in 2019. Small Business Saturday will be this weekend. This weekend will determine the next five months for our local businesses so we are focusing on this strongly right now. The shops downtown will open on Thanksgiving night at 9pm and remain open until 2am for the Black Friday sales. Also Samantha told the Commission that she will be speaking next month at the Rotary in Pikeville on December 12th. KACVB will be held in Georgetown next month. Top Chef Kentucky airs on Bravo in December. This was Kentucky Tourism's focus for 2018. Our local restaurants received a lot of great shout outs from Kentucky Tourism this year. In 2019 Kentucky Tourism will be focusing on Storytelling and then in 2020 Bluegrass Music will be the</p>	

	<p>focus. Joe Campbell added that the Storytelling event that was held at Gearheart would like to have another event here in Prestonsburg next year so this could work great together. Samantha also revisited My City Bikes with the Commission. She added that we need to complete the image of a bike friendly town. The design from My City Bikes can go on any website there is no limit. It can also be added to apps that are script friendly. The cost is a one-time fee of \$2,020 that the City has agreed to pay half.</p>	<p>Rodney Gardner made a motion to approve My City Bikes. Rick Hughes seconded the motion. My City Bikes passed 5-1.</p>
New Business	<p>Rick Hughes gave his resignation to Samantha this morning effective December 31st. He will be going to Prestonsburg City Council. We will have to fill Rick's position which is representing the Chamber of Commerce.</p> <p>We are working on a tour with the National Guard of Kentucky. This will bring 25-50 high ranking military officials to Prestonsburg for a weekend in January. Their representative will be coming tomorrow for a FAM tour.</p> <p>Samantha also told the Commission that some new partnerships were formed at KTIA. We have the potential to partner with some of the bigger cities such as Lexington and Louisville. We are also looking into partnerships with some of the Trail Towns. Dueling Barrels has also expressed a great interest to partner with us. People want to partner with us and we will explore these opportunities for growth.</p>	
Next Meeting	December 11 th , 2018 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 1:00pm.	Motion was made by Cliff Latta to end the meeting which was seconded by Rocky Rowe.