

Prestonsburg Tourism Commission

Meeting Minutes of December 11th, 2018

MEMBERS PRESENT: Rocky Rowe, Cliff Latta, Jim Ousley, Tim Branham, Rick Hughes
MEMBERS ABSENT: Rodney Gardner, Julian Slone
STAFF PRESENT: Samantha West, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Joe Campbell, Shelly Crisp, Mary Meadows, Les Stapleton, Misha Curnutte, Clayton Case
CALL TO ORDER: 12:03PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Steve Russo with the East Kentucky Science Center informed the Commission that they are in the middle of their Christmas shows which will end on December 20th. Joe Campbell with the Mountain Arts Center stated that the Kentucky Opry is in full swing with two shows left this season which will be Friday and Saturday of this week. Tickets sales have been very good for the Opry. A tour group was present for the Opry this past Saturday with 82 people in attendance with that group for the matinee. There were over 600 tickets sold for the first Saturday matinee. Jason Isbell will be in concert this Sunday, December 16th. It is a sold out show which sold out in three days back in September. This concert was mentioned in the Lexington Herald today. Joe also stated there is an upcoming music festival that was recently announced with Jason Isbell headlining. Nick Jamerson, Sean Whiting and “The Laid Back Country Picker”, all being from the Prestonsburg music scene, will be performing as well at this music festival. This is a great example of the talent coming from this area and people in the music industry are starting to pay attention. Les Stapleton complimented Samantha West on her involvement with community activities, the new videos she</p>	

	is posting on social media and her reaching out to new groups for partnerships.	
Minutes Review	Cliff Latta made a motion to approve the minutes from the November 20 th , 2018 meeting. Rocky Rowe 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. Also the Commission was presented the tax splits this month from the Community Trust bank account.	Motion was made by Rick Hughes to approve monthly financials which was seconded by Rocky Rowe and passed unanimously.
Director's Report	<p>Samantha started off by informing the Commission that we are hitting the Holidays full steam ahead here in Prestonsburg with lots of activities. We are currently focusing our marketing efforts on the local areas, such as shopping, dining and activities. We want to bring a new dollar to the area. We are also working with Print & Pixel on doing a reprint of our Travel Planner to take to ABA and Heartland. We are also revisiting contracts and partnerships going into the new year. Our most recent blog "15 Gift Ideas for Mom" was shared over 200 times with the majority of those shares being organic, meaning no money was spent to boost the post, people found it on their own and visited our website. The blog for next month will be "Star City Arts" which will feature the art and artists of Prestonsburg. We are currently working on developing a marketing calendar. If anyone has upcoming events they are aware of please let us know so we can make sure it is placed on the calendar.</p> <p>This year we will be sending Stone Crest Golf Course to three Golf Shows while pulling back on some of the shows we have attended in the past such as Travel South and the Cincinnati Boat Show. Stone Crest will be attending shows in Cincinnati, Columbus and Pittsburgh. The booth fees for</p>	Cliff Latta made a motion

	<p>the Columbus and Pittsburgh Golf Shows are due the day before our next meeting. The costs for these shows are \$800 each. The ABA FAM Tour will be here on January 24th. There are 54 tour operators signed up to come visit our area and see Prestonsburg first hand.</p> <p>Samantha also thanked Cliff Latta for a great job with KSPE (Kentucky Society of Professional Engineers). They visited Prestonsburg a few weeks ago and are seriously considering Prestonsburg as their location for their 2020 Conference. This would bring over 300 engineers to Prestonsburg. When meeting with their representatives the focus was more about making the conference fun, entertaining and intimate. Les added that when he spoke with them he stressed that we can cater to their needs and provide any type of nightly entertainment they would be interested in from concerts to plays.</p> <p>Samantha also informed the Commission that our Minutes are now on our website for anyone that visits our website to view. The financials can be added as well if the Commission would like but we need to rectify a few issues with the reconciliations before they are added. Also keep in mind that we are in the process of working with Print & Pixel to rework and redesign our website. Print & Pixel has already been made aware that these components need to be included in the new design.</p>	<p>to approve the payments to the Columbus and Pittsburgh Golf Shows. Rick Hughes seconded the motion and it passed unanimously.</p> <p>Rocky Rowe made a motion to include the financials on the website when they are properly reconciled. Cliff Latta seconded the motion and it passed unanimously.</p>
<p>New Business</p>	<p>Les Stapleton addressed the Commission and asked that we remember the date of May 18th. The City is in the process of filing the application for Prestonsburg to host the Elk Draw in 2019. We did a great job this year with only a one week notice. We could make this event more amazing with a four month notice. Kentucky Fish and Wildlife is looking to</p>	

	<p>announce their selected location in January.</p> <p>Samantha informed the Commission that the open bid announcement for the Stone Crest rack cards has been in the newspaper and on the radio for 1 1/2 weeks. As of today we have not received any bids. We will start contacting printing companies and look for the best price.</p>	
Next Meeting	January 8 th , 2019 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 12:26pm.	Motion was made by Rocky Rowe to end the meeting which was seconded by Rick Hughes.