

Prestonsburg Tourism Commission

Meeting Minutes of January 8th, 2019

MEMBERS PRESENT: Rocky Rowe, Cliff Latta, Jim Ousley, Tim Branham, Rodney Gardner, Jen Kopecky
MEMBERS ABSENT: Julian Slone, Tim Branham
STAFF PRESENT: Samantha West, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Joe Campbell, NavaJo Austin, Clayton Case, Weston Reed
CALL TO ORDER: 12:01PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>NavaJo Austin with the Samuel May House informed the Commission that "Old Christmas" was held this past Sunday at the Samuel May House. It was very successful with 60-70 people in attendance.</p> <p>Steve Russo with the East KY Science Center stated that it was decided yesterday by his staff and himself to open the Science Center to the public on the evening of January 20th for the only total lunar eclipse in North America this year. It will start around 9:30 and continue until around 1:00am. The last public viewing for a lunar eclipse at the Science Center was in 2012.</p> <p>Joe Campbell with the MAC shared that they had a remarkable turnout for Jason Isbell and Exile whom were both at the MAC in the same week. There were over 300 people in attendance that had never been to the MAC before. The Jason Isbell show was sold out and Exile had about 770 people in attendance. In regards to Jason Isbell over 40% of the tickets were purchased from over 50 miles away with 14 states and Washington DC being represented. The Christmas Opry season ended strong. Thunderstruck an AC/DC cover band will be performing in a few weeks on January 19th. One of the band members is from Cow Creek and thanked the MAC for bringing him home. As of today</p>	

	<p>they have sold over 500 tickets for the show.</p> <p>Weston Reed with the Chamber of Commerce stated they are considering starting a trivia night but nothing official has been announced.</p> <p>Jim Ousley welcomed Jen Kopecky to the Prestonsburg Tourism Commission as the representative for the Chamber of Commerce.</p>	
Minutes Review	<p>Rocky Rowe made a motion to approve the minutes from the December 11th, 2018 meeting. Rodney Gardner seconded the motion and the minutes were approved unanimously.</p>	
Monthly Financial Report	<p>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. All of these reports were also displayed through a power point presentation for all in attendance to view.</p>	<p>Motion was made by Rocky Rowe to approve monthly financials which was seconded by Cliff Latta and passed unanimously.</p>
Director's Report	<p>Samantha started off by saying that Print & Pixel is currently working on an update and reprint of our tour operator tri-fold which will be presented to the operators at ABA and Heartland. The new rack card for Stone Crest is complete and in the printing process. Our social media presence was very strong this past month. We had over 28,000 organic views on our Facebook page and over 19,000 organic views in regards to our post for Archer Park. We also had an increase in our followers on Instagram.</p> <p>We are also currently working on some new marketing campaigns. Our focus has been geared towards doing more of our marketing in house with a five point focus showcasing the outdoors, excursions, music, food and history. The State tourism focus for 2019 is storytelling following the 2018 focus being on culinary. Currently we are working on the development of a Prestonsburg storytelling feature/blog. Samantha added that she has spoken with John Rosenberg and he will be our first storyteller featured.</p>	

	<p>Samantha then went on to talk about our upcoming travel shows. We are scheduled to attend ABA in Louisville, January 25th-29th and Heartland in Detroit, February 22nd-24th. There are also two golf shows in January being held in Cincinnati and Columbus. Then in February there will be a golf show in Pittsburgh. The Kentucky National Guard Group will be in Prestonsburg this weekend. They are planning to have 25-54 members in attendance whom are the highest ranking officers in Kentucky.</p>	<p>Rodney Gardner made a motion to approve the travel expenses for the upcoming shows which was seconded by Cliff Latta and passed unanimously.</p>
New Business	<p>The Budget/Finance Committee had a meeting this month. The decision was made to pull back on our marketing expenses while doing more of our marketing in house. The grants are closed for the duration of the fiscal year. Samantha added that we are concentrating on more co-ops and partnerships.</p>	
Old Business	<p>The most recent owner of Papa John's has paid his entire debt in regards to the restaurant tax owed to Prestonsburg Tourism Commission.</p>	
Next Meeting	<p>February 12th, 2019 at 12PM at the Mountain Arts Center</p>	
Adjournment	<p>The meeting adjourned at 12:25pm.</p>	<p>Motion was made by Rodney Gardner to end the meeting which was seconded by Rocky Rowe.</p>