

Prestonsburg Tourism Commission

Meeting Minutes of February 12th, 2019

MEMBERS PRESENT: Jim Ousley, Julian Slone, Rocky Rowe, Cliff Latta, Jen Kopecky, Rodney Gardner
MEMBERS ABSENT: Tim Branham
STAFF PRESENT: Samantha West, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Misha Curnutte, NavaJo Austin, Joe Campbell, Clayton Case, Elaine Belcher, Robin Irwin, Les Stapleton, Zach Hall, Lavina Vanover
CALL TO ORDER: 12:01pm by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Robin Irwin with Jenny Wiley Theatre came to address the Commission to put things into action with the Theatre. She said she is thrilled to be here and is ready to bridge divides.</p> <p>Misha Curnutte with Big Sandy AD presented a grant initiative called Creating Bridges. She stated that we are one of two regions in the state to receive the grant. She asked that we please try to attend one of the forums. She added that the Womens's Symposium will be on February 26th at the Ramada in Paintsville.</p> <p>Steve Russo with the East Kentucky Science Center informed the Commission that they just completed a \$40k upgrade to the lighting system in the planetarium. It is the most state of the art system available. NASA will be back on March 4th with the Hubble Exhibit. There will be an open house on March 8th. With this exhibit they will have actual lunar rocks and soil from the Apollo moon landing mission. It will be on loan until between July 8th-22nd. Also the Pink Floyd laser show will be presented on February 23rd.</p> <p>Zach Hall with Knott County Tourism said as the new</p>	

Executive Director in Knott County he is looking to start some new tourism events. They have the trail ride and would like to branch out and work with their neighboring counties. May 2nd-4th will be their first trail ride of the year. Their fall ride is scheduled for the first weekend in October. Their Commission meetings are held the first Tuesday of the month. He added there are some interesting new things happening at the Hindman Artisan Center including a Robert Frost writing feature.

Les Stapleton informed the Commission that the City has signed the contract to host the Elk Draw again this year which will be held on May 18th. Fish and Wildlife wants to be involved and work with us. He added that they will be filming a feature tomorrow in Frankfort. He said that we will be reaching out to individuals that applied for the Elk Draw. Joe Campbell will be sending out e-blasts containing the flyer containing sponsorship packages, vendors, guest speakers, live demonstrations, etc. We will also have a concert that evening starting at 8pm. Tickets for the Elk Draw will be \$5 at the door. Samantha added that possibly the ticket can be used for additional discounts in town. Les also informed the Commission that the property has been purchased for the David Rails to Trails. He stated that Cliff Latta has played a pivotal role in making this happen. Also Don Fields has been sharing a lot about the Rails to Trails on his Facebook page. Along the trail there will be two plaques commemorating Daniel Boone. The length will be 10.2 miles. Cliff added they are looking to make the bridges more unique instead of uniform. They will need sponsors to make this happen. Samantha added there has been a lot of engagement from Central Kentucky on the Rails to Trails from a marketing standpoint.

	<p>NavaJo Austin with the Samuel May House informed the Commission that the National Guard Group that visited in January was great. She is looking forward to the tour groups for 2019.</p> <p>Clayton Case with the MAC informed the Commission that he would be stepping down as the Executive Director of the MAC to take over leadership at Ridgepoint Church. His last day will be March 15th. He wanted to thank the Commission for their support over the last three years. He added that he will continue to work with the Kentucky Opry.</p>	
Minutes Review	Cliff Latta made a motion to approve the minutes from the January 8 th , 2019 meeting. Julian Slone seconded the motion and the minutes were approved unanimously.	
Monthly Financial Report	<p>Samantha West started off by informing the Commission that the first report they would see is the Community Trust Bank account which holds the funds from the Restaurant/Hotel Tax. The funds in this account are dispensed monthly to Parks Commission, the MAC, StoneCrest and Tourism. She went on to inform the Commission that the second report would be from First Commonwealth Bank which is Prestonsburg Tourism's main account where the bills and monthly expenses are disbursed from which is followed by the reconciliation reports.</p>	Motion was made by Rocky Rowe to approve monthly financials which was seconded by Rodney Gardner and passed unanimously.
Director's Report	<p>Samantha West informed the Commission that we have two billboards up currently with Fairway featuring the Elk Tours. They are in Corbin and Ashland. The new Kentucky Travel Guide has been released featuring storytelling for 2019. Kentucky Living is working with Pike and Johnson Counties along with us to publish an Eastern Kentucky feature. This is at no cost to us but we will need to do a weekend getaway for them to feature. We will need sponsorships to make this happen. We will be using our remaining impressions with</p>	

	<p>Appalachian Newspapers towards geofencing in Columbus and Detroit. Our two blogs featured this month are doing very well. We are also working on partnering the Tuesday Night Song Writer's Scene with Front Porch Pickin'. Our first Paddlefest will be on May 25th. We are looking into new shirt designs for this year. Samantha also informed the Commission that she would be attending Destination Frankfort next week and then a meeting for Middle Creek National Battlefield. Both meetings will be held in Frankfort.</p>	<p>Julian Slone made a motion to approve travel expenses for the meetings in Frankfort which was seconded by Rocky Rowe and passed unanimously.</p>
<p>Old Business</p>	<p>Samantha informed the Commission that ABA FAM Tour went phenomenal. We had a sold out group that spent three days in Eastern Kentucky. Everyone involved stepped up and did a great job. We retained about 20 appointments at ABA in Louisville. She added this event allowed for non-stop networking. Most of these meetings will be part of a 2-5 year building process.</p>	
<p>New Business</p>	<p>Samantha stated that she met with Print and Pixel in regards to the progress of the new website design. She added that the new website needs to be more user friendly. With this new design we will be able to gain contact information and add group travel. The new design will also make it easier for visitors to attain our brochure and it will also have a scrolling updated calendar. Visitors to the site will also have the option to subscribe to our email list.</p> <p>The Song Writer's Scene will be at City Perk this evening for the first time. Jenny Wiley Theatre would like to start working with the Song Writer's Scene through their Children's Programs.</p> <p>Les Stapleton informed the Commission that Michael Ellis has put in his two week notice as the City Comptroller. Les added they are ready to move the collection of the</p>	

	Restaurant and Hotel Tax back to Tourism. He asked that if we have an account that needs collection that we please let the City know about the default account.	
Next Meeting	March 12 th , 2019 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 1:02PM.	Motion was made by Rocky Rowe to end the meeting which was seconded by Rodney Gardner.