

# Prestonsburg Tourism Commission

Meeting Minutes of March 12<sup>th</sup>, 2019

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| <b>MEMBERS PRESENT:</b> Jim Ousley, Julian Slone, Rocky Rowe, Tim Branham, Jen Kopecky   |
| <b>MEMBERS ABSENT:</b> Rodney Gardner, Cliff Latta                                       |
| <b>STAFF PRESENT:</b> Samantha West, Brooke LeMonds                                      |
| <b>GUESTS PRESENT:</b> Steve Russo, Joe Campbell, Elaine Belcher, Ryan Ward, Sydney Ward |
| <b>CALL TO ORDER:</b> 12:03pm by Jim Ousley  |

| <b>AGENDA ITEM</b>    | <b>DISCUSSION/CONCLUSIONS</b>   | <b>ACTIONS TO BE TAKEN</b> |
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| <b>Public Comment</b> | <p>Steve Russo with the East Kentucky Science Center started by informing the Commission that the Hubble Exhibit reopened with around 35 people attending the opening on Friday night. Science on a Sphere has been released for the first time from NASA. They chose to have it on exhibit for its first traveling viewing with the East KY Science Center due to the help available in Prestonsburg. This is also the first time the Hubble Exhibit has been in the same location twice. Science on a Sphere will be here until May 18<sup>th</sup> and starting in Prestonsburg it will be a permanent part of the Hubble Exhibit. Steve thanked the MAC crew for their help with the install. Their crew spent over \$500 at Layne's to get the Science on a Sphere set up and going. He added that since November there have been 13 nights hotel rooms were booked with 23 rooms' total and over 100 meals eaten by contractors working on the Science Center. Also coffee was purchased several times for the entire crew from City Perk.</p> <p>Elaine Belcher with Appalachian Newspapers added that they are looking into using the photos that Mary Meadows took at the VIP event in the Regional Travel Guide. Elaine thanked Samantha for all of her help with the travel guide. Samantha added to that by informing the Commission that</p> |                            |

Appalachian Newspapers gained the contract for the Southeast Chamber of Commerce Regional Travel Guide and Elaine is working on this project. She added that they are dividing the guide up by category this year instead of by county.

Joe Campbell with the MAC started off by stating that Big Sandy Idol will be taking place this weekend. The Kentucky Opry has started meeting to set up the summer shows. The Oakridge Boys are sold out except for a few individual tickets. He added that the MAC will be busy in May with Big Sandy's graduation, the comedy show, the Elk Draw and Music Rules Fest.

Ryan Ward and his wife Sydney came to inform the Commission that they are starting a new business in Prestonsburg. It will be a food delivery service such as "Uber Eats". The marketing will promote local businesses. They wanted to start up in Prestonsburg before Pikeville. He added that their website is built and it is very professional, comparable to the "Uber Eats" set-up. The name of their business is "Hunger Gainz". All of their merchandise has been purchased from local businesses and this will offer new jobs. Their delivery area will be within city limits but they are looking into possibly extending it into Allen. The orders can be placed online or via phone. Their main focus will be on restaurants that do not currently offer delivery services. Their planned launch will be in 1 1/2 weeks. Ryan also stated that he would like to work on developing an event here in Prestonsburg along with Tourism that he previously worked on in the Central Kentucky area called "Paddle for Paws". It would be similar to our Paddlefest with all proceeds going to the local animal shelter.

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| <b>Minutes Review</b>           | Rocky Rowe made a motion to approve the minutes from the February 12 <sup>th</sup> , 2019 meeting. Julian Slone seconded the motion and the minutes were approved unanimously.   |  |
| <b>Monthly Financial Report</b> | 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.  | Motion was made by Julian Slone to approve monthly financials which was seconded by Rocky Rowe and passed unanimously. |
| <b>Director's Report</b>        | Samantha started off by informing the Commission that our focus for marketing this week has been on Science Week. We have had great interaction on our Facebook page and have also started a YouTube channel. We will have a new ad going on a motorcycle map with Wild Mountain Rides. This company's main focus has been in North Carolina and the Blue Ridge Mountains but they have now developed the only KY map. We are part of the Lake Run section. All of our local attractions will be plugged into the map. Our billboard focus is currently on Stone Crest and the Stay & Play Packages. Modern Mountain Magazine has contacted us for access to our blogs for their magazine. Also we are currently negotiating the contract with WLEX. Our blog on the "Gray Ghost" is doing wonderful with over 750 shares. Our vlog this month is the Song Writer's Scene "Behind the Verse" with Troy Burchett which was filmed at City Perk. Jason Goble's "Behind the Verse" has over 4000 views and it was filmed at the Samuel May House. The purpose of "Behind the Verse" is to highlight our music as well as our local businesses and attractions. Samantha added that our Travel |  |

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|                            | <p>shows are over but Heartland in Detroit proved to be great in the first 24 hours. We have a huge connection to Michigan. We are concentrating on selling the Appalachian Experience. Heartland will be in Lansing next year so it will be a great opportunity to build on the relationships developed this year in Detroit. We are also looking into the development of a biking, hiking and paddling tour for the future. Samantha added that KACVB will be in Louisville this week.</p> <p>Our tour groups will start up in April. On March 16<sup>th</sup> “Clean Sweep” will be taking place at Jenny Wiley. Julian Slone added that everyone will meet at the conference center and then in the afternoon there will be a cookout and awards at the campground. He also stated that last year there were over 300 participants. Samantha also informed the commission that the MAC announced yesterday that Ashley McBryde will be performing on June 20<sup>th</sup> with tickets going on sale Friday.</p> <p>Samantha stated that we looked at dates for the 2019 Night Market today. The date decided on was the first Saturday of the month April-September with the exception of July. We are working towards Prestonsburg becoming a hub for artists to make a living. Also our Paddlefest will be starting up on the 4<sup>th</sup> Saturday May-September. There will be something to do every weekend in May.</p> <p>We are in the final stages our website redesign. We are looking into changing the hosting of our website from Local X. The cost will be about \$30 extra per year.</p> | <p>Rocky Rowe made a motion to approve travel expenses for KACVB which was seconded by Julian Slone and passed unanimously.</p> |
| <p><b>New Business</b></p> | <p>Julian Slone with Jenny Wiley State Resort Park stated that the campground will reopen this weekend. Also that Jenny Wiley will be attending the “Field &amp; Stream” Outdoor Show</p>   |   |

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|                     | <p>in Columbus to promote their Elk Tours and they would be happy to take any promotional materials with them for Prestonsburg. Last year around 30,000 people attended the show. Julian also stated that Jenny Wiley is one of the only State Resort Parks that was able to stay open all year and he said this could not have happened without the communities support.</p> <p>Jim Ousley asked that we check into the 2016-2017 audit. Samantha stated that KTIA Spring Conference will be in Pikeville. She suggested that the hoteliers consider offering special rates for the overflow of attendants and that the hoteliers of our area should consider joining KTIA.</p> |  |
| <b>Next Meeting</b> | April 9 <sup>th</sup> , 2019 at 12PM at the Mountain Arts Center   |  |
| <b>Adjournment</b>  | The meeting adjourned at 1:02PM.   | Motion was made by Rocky Rowe to end the meeting which was seconded by Julian Slone. |