

Prestonsburg Tourism Commission

Meeting Minutes of January 14th, 2020

MEMBERS PRESENT: Jim Ousley, Cliff Latta, Rocky Rowe, Rodney Gardner

MEMBERS ABSENT: Tim Branham, Julian Slone, Jen Kopecky

STAFF PRESENT: Brooke LeMonds

GUESTS PRESENT: Steve Russo, Joe Campbell, Gabby Wireman, Ronnie Warrix, Les Stapleton, Brad Reynolds, Ryan Martin & Jill Hamlin

CALL TO ORDER: 12:24pm by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Brad Reynolds with StoneCrest Golf Course presented an update for the Golf Shows in 2020. The Cincinnati Golf Show was cancelled for the original date in January. The show has now been rescheduled for February 7th-9th. A 10x10 booth will cost \$600. The website for the show is www.cincinnati-golf-expo.com. Brad also stated that on 2019 Golf Advisor StoneCrest is the #2 course in Kentucky up from #4 in 2018, #11 as Top Value Course in the US up from #19 in 2018 and they received #13 best course layout. The commission asked who the #1 course in Kentucky is. Brad answered that it is Dale Hollow State Resort Park. They have redone 80% of their bunkers with Billy bunkers which is what they would like to do at Stone Crest.</p> <p>Steve Russo with the East Kentucky Science Center informed the Commission that they are in the planning process of three large events. March 7th the Emergency Weather Service will be at the Science Center from 11-3 which will be free to the public. May 2nd is National Astronomy Day. The Science Center also applied to be 1 of 24 centers to host a special NASA event for the 30th Anniversary of Hubble. They are waiting to hear back if they</p>	

	<p>will be chosen. The Geology event that was hosted by the UK PhD student had around 20-25 people in attendance. The student was very happy with the outcome and would like to host more events at the Science Center in the future.</p> <p>Les Stapleton gave an update on the Rails to Trails. He said the trails have now been brushed. He also said that in regards to Independence Day this year the City will be having a parade as well as the firework show. Star City Day will also take place. This is possible due to Independence Day being on Saturday this year.</p>	
Minutes Review	Cliff Latta made a motion to approve the minutes from the December 10 th , 2019. Rocky Rowe seconded the motion and the minutes were approved unanimously.	
Monthly Financial Report	<p>Brooke LeMonds started off by telling the Commission that the first check request they would see represents our Restaurant & Hotel Tax which is Community Trust Bank. This split is from the November collection. The total amount of the split this month was \$65,765.42 which was divided up with \$16,883.32 going to the Mountain Arts Center, \$21,428.83 going to Prestonsburg Parks Commission, \$22,258.40 going to Prestonsburg Tourism Commission and \$5,194.87 going to Stone Crest Golf Course. She added that the next check request would be from People's Bank and represent our monthly bills which totaled \$23,372.33.</p>	<p>Motion was made by Rodney Gardner to approve monthly financials. It was seconded by Cliff Latta and passed unanimously.</p>
Director's Report	Brooke presented the Directors Report in Samantha's place due to her attendance at ABA in Omaha. We are still working on getting the website updated with the minutes and financials per Cliff's request at the last meeting. We also have a Valentine's Blog on the website which is "14 Unique Dates for Valentine's Day". The Tedeschi Trucks Band billboard is on display in Ashland and Corbin currently. The MAC will be paying for the artwork in regards to this	

billboard. We had a full page ad in Southern Travel & Lifestyle Magazine along with an article in the January/February issue. They have a digital version of the magazine on their website. In regards to our travel guide distribution we have dropped the 25E locations and added the North Carolina High Country locations with Print Distribution. This does not change our cost it is simply replacing one route with another route. The 93.1fm remote show in Archer Park during the Christmas Lights was a success. We have also started a new sponsorship and radio ads with 95.5 for their Sunday Night Songwriter's Showcase in a partnership with the MAC. We will have radio ads during this show for our Tuesday Night Songwriter's Scene. The show comes on Sunday evenings at 6pm with Alan Bolling hosting. Brooke also informed the Commission that Samantha and herself would like to order new promo items, especially ink pens with our website and phone number on them to distribute to the local hotels to be used at the front desk. Brooke concluded by stating that our Facebook target right now is for "January" and Tedeschi Trucks Band.

In regards to upcoming events Brooke stated that Samantha is currently at ABA in Omaha which will end on the 15th. "January" will be at the MAC on January 25th. The Columbus Golf Show will be January 24th-26th. Destination Frankfort is scheduled for February 19th-20th. Tedeschi Trucks Band is scheduled for February 25th at the MAC. Heartland Travel Showcase is scheduled for February 27th-March 1st. The East Kentucky Science Center Weather Awareness Event is scheduled for March 7th. The East KY RV and Boat Show is scheduled for March 13th-15th. The Pennsylvania and Maryland Travel Showcases are scheduled for March 22nd-26th.

The Commission asked that quotes be presented at the next meeting for the promo items requested to be ordered.

<p>Old Business</p>	<p>Brooke addressed the Golf Shows in regards to the Cincinnati Show being cancelled and then rescheduled for February 7th-9th. The Commission stated that they are not willing to pay for the rescheduled Cincinnati Golf Show due to not enough information being available about the promoters of this show and the lack of preparation. The Columbus Golf Show has been paid for and is continuing as scheduled. Brooke stated that she will be attending this show.</p> <p>Brooke informed the Commission that we have purchased the original Russell May painting which she brought to show the Commission along with some other original prints that were donated to the Commission from an anonymous donor. She also let stated that Samantha is in the process of finding someone to professionally clean the painting and make a protective case for exhibition of the painting in the MAC Art Gallery.</p>	
<p>Next Meeting</p>	<p>February 11th, 2020 at 12PM at the Mountain Arts Center</p>	
<p>Adjournment</p>	<p>The meeting adjourned at 1:11PM.</p>	<p>Motion was made by Rocky Rowe to end the meeting which was seconded by Rodney Gardner.</p>