

Prestonsburg Tourism Commission

Special Called Meeting

Meeting Minutes of November 25th, 2019

MEMBERS PRESENT: Jim Ousley, Cliff Latta, Rocky Rowe, Jen Kopecky, Rodney Gardner, Julian Slone
MEMBERS ABSENT: Tim Branham
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Joe Campbell, Mary Meadows, Shelley Crisp, Ronnie Warrix, Jill Hamlin, Les Stapleton
CALL TO ORDER: 12:02pm by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Joe Campbell with the MAC started off by telling the Commission that Tedeschi Truck Band scheduled for February 25th has sold 461 tickets to date from 18 states including Washington and New Mexico. Of the tickets sold over 25% were sold more than 100 miles from Prestonsburg. Samantha added that we are doing some digital advertising for this event targeting Indianapolis, Cincinnati and Indianapolis. Joe went on to add that the Kentucky Opry opens their Christmas season this Saturday and it is selling well. The “January” concert event which is a benefit concert that will be donating musical instruments to a local high school, which will be Prestonsburg High School this year, is picking up.</p> <p>Steve Russo with the EKSC informed the Commission that their exhibit “The Way we Worked” opened on October 18th. They are now gearing up for their Holiday Laser Shows. Also, the National Weather Service will be offering a Severe Weather session at the Science Center on March 7th with three National Weather offices being represented.</p>	

	<p>Les Stapleton addressed the Commission in regards to the “Rails to Trails” project. He stated that work on it is progressing but they will not open until the entire trail is complete. The absolute earliest they could have it open would be late April 2020.</p>	
Minutes Review	<p>Cliff Latta made a motion to approve the minutes from the October 8th, 2019 meeting. Rodney Gardner seconded the motion and the minutes were approved unanimously.</p>	
Monthly Financial Report	<p>Samantha Johnson started off by telling the Commission that the first check request they would see represents our Restaurant & Hotel Tax which is Community Trust Bank. She added that the split this month is larger than normal due to the later meeting date. This split consists of September taxes collected and also some of October. The total amount of the split this month was \$118,089.25 which was divided up with \$30,317.46 going to the Mountain Arts Center, \$38,479.86 going to Prestonsburg Parks Commission, \$39,963.48 going to Prestonsburg Tourism Commission and \$9,328.45 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 \$27,413.69. This includes the final payments for our trade shows for 2020 which are now paid in full. She then told the Commission that there is one more check request which is also from People’s Bank and represents the last of our tour group pass-through for this season. These were the final payments to our musicians whom cannot be paid until after their performances.</p>	<p>Motion was made by Cliff Latta to approve monthly financials. It was seconded by Rodney Gardner and passed unanimously.</p>
Director’s Report	<p>Samantha started off by informing the Commission that we are now putting a focus on Christmas in Prestonsburg in regards to our digital advertising and billboards, more specifically the Archer Park Lights. We are also currently working on our Spring Co-ops with Kentucky Monthly and Detroit Hourly. We just completed a giveaway with Blue</p>	

	<p>Ridge Outdoors in which 407 people participated. We will be given these participants contact information to follow up with them in regards to their interest in Prestonsburg. We are also now working with Kindred Communications in regards to digital advertising and geofencing. Samantha also informed the Commission that the first part of Matching Funds with State Tourism is coming to an end for this fiscal year. The amount allocated to us by the State Tourism Department is down from over \$16K last year to around \$14k this year. Samantha also stated she along with Brooke would be travelling to Savage Farms in Fallsburg tomorrow to discuss a possible future partnership. She then went on to discuss things happening locally this week in regards to our local businesses. Thursday night the downtown shops will be open from 9pm-2am for their after Thanksgiving sales and then on Saturday they will be having their Small Business Saturday sales. Jen Kopecky added that most of the downtown merchants have their sales listed on their individual Facebook pages. Les then went on to add that the annual Christmas parade will be held on December 7th starting at 6pm and Shop with a Cop will happen that same morning. He also stated that the City now has a permanent Christmas tree located in the backyard of Dougie Adams Law office. Jen also added that the downtown merchants will be competing in a birdhouse competition that same night which will be showcased in the windows downtown. Then after the competition the birdhouses will be donated to Prestonsburg Parks.</p>	
Old Business	<p>Samantha informed the Commission that David Garrett is now ready to start on our audit and we will be delivering the necessary documentation to him in the upcoming weeks.</p>	
New Business	<p>Samantha told the Commission that we did very well at the KTIA Traverse Awards this year. We received "Silver" for our</p>	

	<p>Website and we received “Most Innovative” for our commercial “What to do without our Cell Phones”. Brooke LeMonds added that Samantha also received the honor of “Emerging Leader” which is similar to “Rookie of the Year” and a huge honor.</p> <p>Samantha also informed the Commission that Quality Inn on US 23 has officially closed and as of December 30th the Brookshire Inn will change its name to Quality Inn.</p> <p>Jen Kopecky also added that “Invest 606” will be in town on December 13th in regards to her business City Perk. She added that she in a competition to receive \$10k towards her business. She asked that anyone who could be present to support her would be very much appreciated.</p>	
Next Meeting	December 10 th , 2019 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 12:35PM.	Motion was made by Julian Slone to end the meeting which was seconded by Rodney Gardner.