

Prestonsburg Tourism Commission

Meeting Minutes of December 10th, 2019

MEMBERS PRESENT: Jim Ousley, Cliff Latta, Rocky Rowe, Jen Kopecky
MEMBERS ABSENT: Tim Branham, Rodney Gardner, Julian Slone
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Joe Campbell, Gabby Wireman, Ronnie Warrix, Sharon Setser, Les Stapleton & Brad Reynolds
CALL TO ORDER: 12:01pm by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Joe Campbell with the Mountain Arts Center informed the Commission that they have just finished The Nutcracker. Tonight and tomorrow night the Johnson Central High School Choir will have their show. There are 4 Christmas Opry shows this weekend. Between November 30th and December 31st they have 22 shows. They are focusing their marketing efforts on “January” which will take place on January 25th. They have 2 marketing plans which will target the music lover and tugging on local heart strings. They are also partnering with Big Sandy Community & Technical College along with Tourism. Samantha is making videos to show online for the show. Tedeschi Trucks Band is still selling well for their February 25th show. They also announced Jon Conley yesterday for February 28th.</p> <p>Steve Russo with the Science Center stated that they are in the middle of their Christmas programs which will run through December 19th. They will also have Super Science Day this Saturday which will be focusing on Geology. A student from UK will be hosting the event to meet his PhD requirements.</p>	

	<p>Brad Reynolds with Stone Crest came in to update the Commission on Stay & Play packages. In 2019 they sold 222 packages total with 75 being from the Cincinnati Golf Show and 116 from the Columbus Golf Show. This totaled 747 hotel night stays over 225 nights. They brought in \$70k from the Stay & Plays with \$30-\$40k in food conservatively. The Prestonsburg Invitational had 40 participants over 2 nights. The revenue for this year was \$41,223 compared to \$27k in 2018. The Golf Shows they would like to attend for 2020 are Cincinnati January 17th-19th at a cost of \$755, Columbus January 24th-26th at a cost of \$800 with electric for these shows running between \$175 & \$225. Ronnie Warrix offered to make Stone Crest a banner for the shows at no cost.</p> <p>Les Stapleton stated that the Christmas Parade was a huge success. On December 19th there will be a City Meeting and Dinner at the MAC and all Commission members are invited to attend. They are focusing on driving people downtown with the Christmas lights. They are planning to keep lights up year round on Court Street. The Rails to Trails Project is still progressing. They are entering Phase 2 and starting the Phase 3 bidding process and after that will be bridges and ramps. He asked that Tourism help with the Marketing. They would like to involve the public in naming the trails with 3-4 names to choose from. They are looking to make the trail interpretive. Les asked that Tourism help with the naming process. They are also looking into having Mountain Bike races on Sugar Camp Mountain Trails. They just completed a successful cleanup around the lake with the Girl Scouts collecting about 1 ton of garbage.</p>	
Minutes Review	Cliff Latta made a motion to approve the minutes from the November 25 th , 2019 special called meeting. Rocky Rowe seconded the motion and the minutes were approved	

	unanimously.	
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 smaller than normal due to the later meeting date in November. This split consists of the remainder of the October taxes collected. The total amount of the split this month was \$35,887.73 which was divided up with \$9,212.22 going to the Mountain Arts Center, \$11,692.44 going to Prestonsburg Parks Commission, \$12,148.54 going to Prestonsburg Tourism Commission and \$2,834.53 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 \$14,512.07. We have also now paid off our contract with WLEX-TV.</p>	<p>Motion was made by Cliff Latta to approve monthly financials. It was seconded by Rocky Rowe and passed unanimously.</p>
Director’s Report	<p>Samantha started off by informing the Commission that we have our new blog post which is “15 Unique Gifts for Mom”. She added that “January” gives us a unique opportunity to partner with Big Sandy Community & Technical College as well as the MAC with marketing. The School Band and local Artists are coming Thursday to film the marketing campaign. We have submitted information for Travel South magazine. Mountaintop Media/EKB will be at Archer Park Thursday night for “Christmas in the Park” airing a live stream. Samantha added that she has a meeting scheduled with Fairway to discuss our next contract. She also will be attending the Downtown Merchants meeting next month. Looking into developing a rack card and map of downtown Prestonsburg with them. Jen Kopecky added that they have their Stocking Stuffer event scheduled downtown on December 21st. Samantha added that we also have a tour group scheduled for this Saturday whom will be attending the Kentucky Opry Christmas matinee. Our trade shows start in January in Omaha, Nebraska and run through March.</p>	<p>Cliff Latta made a motion to approve travel expenses for the upcoming trade shows</p>

	Samantha also stated that we will need new names for the Hotel & Lodging Association seats on the Commission. They have already been contacted to submit six names.	which was seconded by Jen Kopecky and passed unanimously.
Old Business	Cliff Latta asked that the Minutes & Audits be updated on the website.	
New Business	<p>Samantha stated that the application fees for the Golf Show in Cincinnati & Columbus need to be submitted to acquire a spot.</p> <p>Samantha also asked that the Commission consider replacing Bennett Rouse's Go Pro from 3 years ago which was lost in the river attempting to gain footage of Paddle Fest.</p> <p>Samantha also asked if the Commission would consider purchasing trophies for our partners in our marketing campaign that won at the Traverse Awards. They asked that she look into quotes on the cost of the trophies.</p> <p>Also in regards to the lost vehicle payment last month which had to be reissued a suggestion had been made to place the vehicle loan on auto payment. They also asked for a list of all recurring monthly charges to consider auto payments for those accounts as well.</p> <p>Rocky Rowe made a suggestion in regards to obtaining a credit card for our Tour Group pass through instead of having to write so many checks during Tour season.</p>	<p>Cliff Latta made a motion to approve the application fees for the Golf Shows in Cincinnati & Columbus which was seconded by Rocky Rowe and passed unanimously.</p> <p>Cliff Latta made a motion to replace Bennett Rouse's Go Pro which was seconded by Jen Kopecky and passed unanimously.</p> <p>Cliff Latta made a motion to put the tourism vehicle on auto payment which was seconded by Rocky Rowe and passed unanimously.</p> <p>Rocky Rowe made a motion to obtain a credit card for only tour group</p>

	<p>Samantha also informed the Commission that an original Russell May painting of the West Prestonsburg Bridge is for sale. The seller would sell it to us for \$1k. Les added that the City would be willing to pay half of the cost depending on the condition.</p>	<p>pass through which was seconded by Cliff Latta and passed unanimously.</p> <p>Cliff Latta made a motion to purchase the painting depending on condition which was seconded by Rocky Rowe and passed unanimously.</p>
Next Meeting	January 14 th , 2020 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 1:12PM.	Motion was made by Rocky Rowe to end the meeting which was seconded by Cliff Latta.