

Prestonsburg Tourism Commission

Meeting Minutes of December 8th, 2020

Via Google Meet

MEMBERS PRESENT:, Jim Ousley (Huntington, WV), Julian Slone (Prestonsburg, KY), Rocky Rowe (Prestonsburg, KY), Cliff Latta (Prestonsburg, KY), Ronnie Warrix (Inez, KY)

MEMBERS ABSENT: Franky Valencia, Jen Kopecky

STAFF PRESENT: Samantha Johnson (Prestonsburg, KY), Brooke LeMonds (Prestonsburg, KY)

GUESTS PRESENT: Isabella Jacobs (Prestonsburg, KY), Steve Russo (Prestonsburg, KY), Coty Blankenship (Prestonsburg, KY), Joe Campbell (Prestonsburg, KY)

CALL TO ORDER: 12:06PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Joe Campbell with the Mountain Arts Center stated that they had rescheduled all December events to January. They are hoping to open next week and get in a few Junior Pros Christmas shows. If unable to have the concert in person they will at least have a virtual concert at a lower ticket price through "Show Tickets for You". They have the APPY's scheduled for March and are looking into virtual tickets and production. Samantha added that they will be meeting with Tim Parks regarding Appalachian Strings & Things 2021. Joe added that they have gotten a new sponsor for Appalachian Strings & Things. Thanks to Julian they have reserved the Conference Center and parking lot for the concerts. Joe also informed the Commission that the MAC has started a series called "Single Mic Sessions" in the recording studio. A new session is released every Tuesday at noon. Jill & Brennen are doing a great job with this project. There has been a great response with artists emailing asking to be a part of this project.</p> <p>Steve Russo with the Science Center stated that the</p>	

	<p>Science Center will be closed indefinitely due to technical difficulties. He added that the technical difficulties were caused by water damage from the HVAC system relief valve which malfunctioned. The dome was the only room not impacted by the water damage. They will be closed at least through mid-Spring or until all repairs can be made. They closed on November 10th.</p> <p>Isabella Jacobs with City Hall stated that the Christmas Parade has been cancelled due to COVID. They have had 18,800 cars drive through the Archer Park Lights in the past 11 days. The City is taking up donations of lotion, body wash, etc. to help the local nursing homes make gift baskets for their residents. The annual Shop with a Cop is this Saturday.</p>	
Minutes Review	Cliff Latta made a motion to approve the minutes from the November 10 th , 2020 meeting & the November 20 th , 2020 Special Called Meeting. Julian Slone seconded the motion and both sets of minutes were approved unanimously.	
Monthly Financial Report	Samantha started by informing the Commission that the tax revenue collected is deposited into our Community Trust account this month totaled \$76,021.21 with our portion being \$26,197.45 which includes the administrative and audit fee. We did not have a lot of bills this month which are paid out of our People's Bank account. They total \$15,888.86. She told the Commission there are several payments of \$150 to some of the downtown businesses which came from the Downtown Initiatives Grant for a marketing stipend.	Cliff Latta made a motion to approve the monthly bills which was seconded by Ronnie Warrix and passed unanimously.
Director's Report	Samantha started off by informing the Commission that we are going to be a sponsor for the Bluegrass MTB Cup Series which will take place at Sugar Camp in July. This will be a national qualifying race which will include a 5k trail run on	

	<p>day one and the next day will be the mountain bike race. We will be on the banners and allowed to set up at the event. She also registered Tourism for the Heartland Travel Showcase which will be held virtually in 2021. Appointments open tomorrow but the event will be held in February.</p> <p>Samantha also stated that our billboard contract is almost complete and is currently being reassessed. We have three geo targeting campaigns currently running which are focusing on our local businesses and restaurants within a one hour drive of Prestonsburg and the Archer Park Lights within a two hour drive of Prestonsburg. She also purchased a new video camera from Amazon for \$95 which came with a microphone and stabilizer. The new signage for downtown, which is part of the Downtown Initiatives Grant, is being shipped tomorrow. The lights for downtown are still be finalized. Waiting on permission from a few more building owners. We currently have permission from about 75%. Samantha also stated that we will be sending out media kits to our tour operators.</p> <p>In regards to the audits, the audit from 2016-17 was supposed to be presented today but the final person to review the audit switched to another accounting firm so we now have a new Quality Control person working with us. The new goal is to present the audit by the end of the calendar year and having all audits through 2018-19 completed by March.</p> <p>The Budget sub-committee met yesterday to evaluate our budget. Overall the budget is stronger than anticipated. Going into this fiscal year we made a 40% cut but the finances have not dropped to that level. The budget sub-committee suggested making a few amendments to the</p>	<p>Cliff Latta made a motion to approve both amendments to the budget regarding the</p>
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	<p>budget. One, allocating \$23k for 3 fiscal year audits where 2 years were previously approved. Two, increasing the marketing budget to \$42k from the previously approved \$38,056. Third, accepting the \$.25 City approved raise for hourly employees which will take effect during the first pay period in January 2021.</p> <p>Samantha updated the Commission regarding tourism in legislation. Currently, legislation is trying to get approval for short term rentals to pay local taxes on a state level. These taxes will be paid to the State and then disbursed to local government. Lobbyists are also looking for sponsors regarding implementation of a transient tax on campgrounds. Another Bill is a proposal for establishments to not be held liable if someone contracts COVID in their business or during an event if the business can prove they did everything possible to prevent the contraction of COVID.</p>	<p>audits, marketing budget and acceptance of the raise for hourly employees. Ronnie Warrix seconded the motion and it passed unanimously.</p>
New Business	<p>Cliff Latta recognized the great job Samantha did while attending a meeting held by the City of Pikeville in regards to bringing Arts to the downtown area. He has received several phone calls commending her contribution to the meeting.</p>	
Next Meeting	<p>January 12th, 2021 at 12PM at the Mountain Arts Center</p>	
Adjournment	<p>The meeting via Google Meet adjourned at 12:58pm.</p>	<p>Motion was made by Cliff Latta to end the meeting which was seconded by Rocky Rowe.</p>