

Prestonsburg Tourism Commission

Meeting Minutes of February 11th, 2020

MEMBERS PRESENT: Cliff Latta, Rocky Rowe, Rodney Gardner, Julian Slone, Jen Kopecky
MEMBERS ABSENT: Jim Ousley, Tim Branham
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Joe Campbell, Ronnie Warrix, Tim Parks, Chasity Lewis, Les Stapleton, Brad Reynolds, & Jill Hamlin
CALL TO ORDER: 12:07pm by Samantha Johnson

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Steve Russo with the East KY Science Center announced that the Severe Weather Awareness Day will be held on Saturday, March 7th. 20-25 organizations will be in attendance including Floyd County Rescue, Prestonsburg Fire Department, Emergency Management from surrounding counties and the Red Cross doing screenings with the kids. There will also be two green screens to try your hand at being a meteorologist.</p> <p>Joe Campbell with the MAC announced that Tedeschi Trucks Band will be in concert on February 25th. Over 300 people from out of Kentucky will be in Prestonsburg on a Tuesday night. Jon Conley will be in concert that Friday, February 28th. Appalachian Strings & Things has been announced for Memorial Day weekend at Jenny Wiley Amphitheatre. "Jamuary" raised around \$5k for Prestonsburg High School Band. Many good partnerships came from that show. Another local school will benefit from the event next year.</p> <p>Brad Reynolds with StoneCrest Golf Course presented an update on the golf shows to the Commission. While in</p>	

Columbus they booked a group while there and gave out over 400 brochures. 214 people signed up for the raffle. They now have 3 groups booked from that show. While at the Cincinnati show they booked a group of 16 on Saturday. They gave out over 500 brochures and received 340 raffle cards. They had another group book yesterday that attended the Cincinnati show. As of today they have 9 packages sold for a total of 320 heads in beds. They have already brought in more revenue this year than the first year. They have brought in \$32k in revenue over the last three weeks.

Jill Hamlin stated that she is working on the Appy's which will include all 13 states of Appalachia. Les Stapleton added that more people are getting involved in community events. He said we need to more actively involve the community possible by spending some money to give incentives. Cliff Latta suggested that we send our flyers/mailers to locals offering discounts to our shows. Les added that ACT in Elkhorn City burnt down and we may have to do some on the fly advertising to help out with the theatre. He also asked that people share our HGTV submission video from YouTube.

Tim Parks, whom is working with the MAC on the Appalachian Strings & Things, came to make a grant presentation. He stated that he is an independent contractor who organizes music events such as the Manchester Music Festival. Joe Campbell added that Tim reached out to him wanting to have a music festival in Prestonsburg. Tim suggested not only having the music festival on Memorial Day weekend but also possibly having a City Hop on Friday Night with a different artist in each shop/restaurant and vendors along the streets. Cliff Latta

	<p>stated that he thinks the event is a great idea but his biggest concern is the event being held on Memorial Day weekend. Joe and Tim stated that this year Memorial Day was the only available time, maybe next year they could look at a different date. Concerns were also addressed with it being held at the Amphitheatre and the possibility of inclement weather. Tim said that the show would still go and added that hotels are already being booked. As of now they will have at least 8-9 rooms per night. He also said he would like to have vendors set up on Sunday in the Convention Center. Samantha also brought to their attention that our first Paddlefest will also be held that Saturday. Tim requested a \$5k grant from Prestonsburg Tourism for the event.</p>	<p>Cliff Latta made a motion to grant \$5k to the Appalachian Strings & Things Music Festival which was seconded by Julian Slone and passed unanimously.</p>
Minutes Review	<p>Rodney Gardner made a motion to approve the minutes from the January 14th, 2020. Julian Slone seconded the motion and the minutes were approved unanimously.</p>	
Monthly Financial Report	<p>Samantha started off by informing the Commission that the first check request they would see is for Community Trust which holds our Restaurant & Hotel Tax. We collected \$71,064.63 for December taxes which was split by: Mountain Arts Center receiving \$18,243.89, Prestonsburg Parks receiving \$23,155.71, Prestonsburg Tourism receiving \$24,051.52 and Stone Crest receiving \$5,613.51. The second check request they would see is for People's Bank. Our bills this month totaled \$20,907.50 which includes 1/3rd of the total payment for the Kentucky Travel Guide. The Kentucky Travel Guide is a 90% co-op for matching funds.</p>	<p>Motion was made by Rodney Gardner to approve monthly financials. It was seconded by Julian Slone and passed unanimously.</p>
Director's Report	<p>Samantha started off by telling the Commission that the City had submitted a video for HGTV's Hometown Takeover. She added that there were somewhere around 30k applicants and six towns will be chosen. Select Traveler magazine will have a special feature on Wildlife which will showcase our Elk Tours in the March issue and we also</p>	

	<p>purchased an ad to accompany the article. We will also have an ad in The Group Travel Leader March issue and in the March issue of Travel South which will also include an editorial and digital feature. The downtown shopping rack card is in the process of being fine tuned from Heather Owen’s design. We have submitted our winter matching funds to the KY Department of Tourism. The amount we receive is down this year about \$1.5k. We are also working on planning events for the 200th anniversary of Prestonsburg. Our Valentine blog post will be posted later today. Legislature in Frankfort is proposing to take about \$1 million of the State’s Transient Tax to add into the State budget. If we see any impact here in Prestonsburg it will be in the amount we receive from matching funds. Samantha also requested we pledge our support to the grant concerning the Mountain Parkway completion. Kentucky League of Cities is on a campaign to change the restaurant tax. Comfort Suites hit their highest sales ever in 2019. As for upcoming events on February 14th many of the shops downtown will be hosting events. February 25th Tedeschi Trucks Band will be at the MAC. March 13th-15th we will be participating in the East Kentucky RV & Boat Show at Appalachian Wireless Arena in Pikeville. We have our first tour group this year visiting with us on March 19th, “Sassy Old Souls” from Lawrenceburg, KY. On March 26th “Raise the Lid” Leadership Event will be held at the MAC. Samantha also added that she would be traveling to Frankfort for Destination Frankfort February 19th-20th, University of Kentucky February 24th, Heartland Travel Showcase February 28th- March 2nd, KACVB in Elizabethtown March 18th-20th and the Pennsylvania and Maryland Motorcoach Marketplace March 22nd-26th.</p>	<p>Julian Slone made a motion to approve travel expenses for all events which was seconded by Rodney Gardner and passed unanimously.</p>
<p>Old Business</p>	<p>At the last meeting the Commission requested that quotes be presented for needed promotional items including ink</p>	<p>Julian Slone made a motion to approve the</p>

	<p>pens to be distributed to the local hoteliers. Samantha presented a quote which included ink pens, chip clips and band aid dispensers. The total for all items would be roughly \$2,400 after shipping.</p> <p>Samantha also informed the Commission that we are still working on getting the auto payments set up for the tourism vehicle. We have encountered some issues with the banks and are working to get this resolved.</p>	<p>purchase of the promotional items which was seconded by Rodney Gardner and passed unanimously.</p>
New Business	<p>Samantha requested that she be permitted to attend the Music Tourism Convention in Cleveland, Mississippi September 29th- October 2nd. The early bird tickets are \$125 plus travel expenses.</p> <p>Samantha also stated that she is receiving quotes for a Vlog series for our YouTube channel.</p> <p>Brooke requested that the Commission consider at this time allowing Samantha to purchase a computer that would more easily allow her to continue doing our in house marketing.</p> <p>Samantha added that Tim Branham thought that he was no longer on the Tourism Commission due to the amount of meetings missed. He apologized for his absence. His seat will become vacant in March due to his 3 year tenure coming to an end.</p>	<p>Cliff Latta made a motion to approve travel to the Music Tourism Convention which was seconded by Rodney Gardner and passed unanimously.</p> <p>The Commission asked that Samantha get quotes for the type of computer that she would need and present at the next meeting.</p>
Next Meeting	<p>March 10th, 2020 at 12PM at the Mountain Arts Center</p>	
Adjournment	<p>The meeting adjourned at 1:34PM.</p>	<p>Motion was made by Julian Slone to end the meeting which was seconded by Rodney Gardner.</p>