

# Prestonsburg Tourism Commission

Meeting Minutes of March 10<sup>th</sup>, 2020

<b>MEMBERS PRESENT:</b> Jim Ousley, Julian Slone, Rodney Gardner, Rocky Rowe
<b>MEMBERS ABSENT:</b> Cliff Latta, Tim Branham, Jen Kopecky
<b>STAFF PRESENT:</b> Samantha Johnson, Brooke LeMonds
<b>GUESTS PRESENT:</b> Steve Russo, Joe Campbell, Jill Hamlin, Gabby Wireman, Sharon Setser, Kayla Price, Spencer Holbrook
<b>CALL TO ORDER:</b> 12:02PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
<b>Public Comment</b>	<p>Steve Russo with the East KY Science Center informed the Commission that the Severe Weather Awareness Day had around 150 people in attendance. They are looking to make this an annual event. On Monday the Park Naturalist from around the State will be at the Science Center.</p> <p>Joe Campbell with the Mountain Arts Center stated that February was a very busy month. Tyler Booth sold over 700 tickets, then Jon Conley was a great show and Tedeschi Trucks Band sold 796 tickets. 194 tickets were sold in 21 different states. 159 tickets were sold in Kentucky over 100 miles away for a total of 333 tickets sold over 100 miles away. There were 11 tickets sold in California and 4 from Washington. He added it was a more reserved crowd, a very cool show. Joe added that he is beginning marketing on Appalachian Strings &amp; Things. The Appy's website is now live and you can now make nominations through July 29<sup>th</sup>.</p> <p>Kayla Price with the Army Corp. Of Engineers informed the Commission that Operation Clean Sweep will be at Jenny Wiley State Resort Park on Saturday, March 14<sup>th</sup> starting at 9am. Kids Day in the Park will be May 16<sup>th</sup>.</p>	

<b>Minutes Review</b>	Rocky Rowe made a motion to approve the minutes from the February 11th, 2020 meeting. Rodney Gardner seconded the motion and the minutes were approved unanimously.	
<b>Monthly Financial Report</b>	Samantha Johnson presented the monthly bills to the Commission through check requests from People's Bank with the bills totaling \$24,088.60 which includes the \$5k grant to Appalachian Strings & Things. Also the Commission was presented the tax splits this month from the Community Trust bank account. The split this month was around \$63,500 with our portion being \$21,511.09.	Motion was made by Julian Slone to approve the monthly financials which was seconded by Rocky Rowe and passed unanimously.
<b>Director's Report</b>	<p>Samantha started off by informing the Commission that the Downtown Shopping rack card is still being developed. Our billboard locations will be featuring StoneCrest for the next 2-3 months. The Restaurant Bill has been pushed forward into the House. Samantha met with Legislators and the Bill does not seem to be receiving much support. In regards to the Corona virus there are no restrictions in Kentucky as of now. Samantha asked that if any hotels see a change with customers or employees to please let the Commission know.</p> <p>Samantha asked Julian to tell the Commission about an event happening at Jenny Wiley. Julian stated that they would be hosting the State Park Managers Annual Conference in September. This is the first time since the 90's that it has been held at Jenny Wiley. The State Park Commissioner personally picked Jenny Wiley after a recent visit. Joe Campbell stated to please let him know if they would like entertainment at the MAC. Julian added that they will need to transport around 85 people so he would like suggestions/ideas.</p> <p>Samantha continued with the East KY RV &amp; Boat Show which is being held this weekend. She thanked Rodney, Steve and Jan Russo for volunteering their time to help with the booth. She added we need more volunteers if anyone is</p>	

	<p>available. This upcoming Monday and Tuesday the Kentucky Visitors Centers will be in Eastern Kentucky for a FAM Tour. They will be staying with us here in Prestonsburg Monday night at Jenny Wiley. Next Thursday we have our first tour group of the season, the “Sassy Old Souls” out of Lawrenceburg, KY. There are two more travel shows left, the Pennsylvania and Maryland Shows at the end of this month. Then one of our partners, Savage Farms will be hosting their annual MapleFest on March 28<sup>th</sup>. The Moonshine Tour will be held at Jenny Wiley on April 4<sup>th</sup>.</p>	
<b>Old Business</b>	<p>Samantha informed the Commission that Heartland Travel Showcase went really well. She had great, quality appointments and built relationships with Pigeon Forge, Gatlinburg &amp; Nashville. The show will be in Cleveland next year.</p> <p>Samantha also stated that she reached out to designer digital firms in regards to a new computer. All recommended a MAC with 32 gb, 1 terabyte.</p>	<p>Julian Slone made a motion to allow \$3,200 to be spent on a new MAC laptop which was seconded by Rodney Gardner and passed unanimously.</p>
<b>New Business</b>	<p>Samantha stated that after attending the Travel Shows it has become apparent that we need to “spoon feed” our clients. We need a tour group media kit. She added that she has reached out to Print &amp; Pixel for a quote in regards to making templates for us. She has also contacted two other companies.</p>	
<b>Next Meeting</b>	<p>April 14<sup>th</sup>, 2020 at 12PM at the Mountain Arts Center</p>	
<b>Adjournment</b>	<p>The meeting adjourned at 12:40pm.</p>	<p>Motion was made by Rocky Rowe to end the meeting which was seconded by Jim Ousley.</p>