

## Prestonsburg Tourism Commission

Meeting Minutes of April 14<sup>th</sup>, 2020 via Google Meet Video Conference

<b>MEMBERS PRESENT:</b> Jim Ousley(Huntington, WV Video), Julian Slone(Prestonsburg,KY Video), Rodney Gardner (Prestonsburg, KY Audio), Rocky Rowe (Prestonsburg,KY Video), Cliff Latta (Prestonsburg, KY Video), Jen Kopecky (Prestonsburg, KY Video)
<b>MEMBERS ABSENT:</b> Tim Branham,
<b>STAFF PRESENT:</b> Samantha Johnson (Prestonsburg, KY Video), Brooke LeMonds (Prestonsburg, KY Video)
<b>GUESTS PRESENT:</b> Joe Campbell (Prestonsburg, KY Video)
<b>CALL TO ORDER:</b> 12:07PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
<b>Public Comment</b>	Joe Campbell with the Mountain Arts Center informed the Commission that he would be on a call today with Kentucky Fish & Wildlife to discuss the Elk Draw next month. We will have a 1-1 1/2 hour web stream that we can feature Prestonsburg in between the names being announced. Gearheart Communications will be running the live stream. He also stated that the Appalachian Strings & Things Music Festival scheduled for Memorial Day weekend has been canceled and rescheduled for Summer 2021.	
<b>Minutes Review</b>	Jen Kopecky made a motion to approve the minutes from the March 10th, 2020 meeting. Cliff Latta seconded the motion and the minutes were approved unanimously.	Rodney Gardner refrained from all voting due to being connected via audio
<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 \$19,995.06 which includes the final payment for the Kentucky Travel Guide and ads in Travel South and Select Traveler. Also the Commission was presented the tax splits this month from the Community Trust bank account. The split this month was around \$60,019.81 with our portion being \$20,314.23.	Motion was made by Jen Kopecky to approve the monthly financials which was seconded by Rocky Rowe and passed unanimously.
<b>Director's Report</b>	Samantha started off by informing the Commission that the	

	<p>we have shifted from marketing to branding. We are working to let people know who we are on all media platforms. Since travel restrictions are in place Print Distribution is crediting us for April and we will access May when that time comes. Kindred Communications is still billing us for geotargeting but have halted all of our campaigns for now. Our contract with Fairway runs until December. We will keep our current billboard of StoneCrest up for the time being. The Pennsylvania, Maryland and East Kentucky Travel Shows have all canceled and reimbursed us. Samantha added that she is currently working on an article about tourism and Mary Meadows will make sure it is posted. We are also working on a new video for a MAC virtual tour, APPY interview and Prestonsburg Couch Tour. Samantha also said she thinks Small Town America will be well positioned post COVID and we are stressing "Statecation". Brooke is researching old and new tour companies. We will be going direct appointment style to save money.</p>	
<b>Old Business</b>	<p>Samantha informed the Commission that the new computer has been delivered. The Appalachian String &amp; Things grant we awarded will be filed under this fiscal year but will be held until next year. Cliff Latta asked that we check into the duration of the Pitney Bowes contract.</p>	
<b>New Business</b>	<p>Julian Slone stated that Jenny Wiley lodging is shut down until further notice. The trails and park remain open 7am-7pm. It is still to be seen what the impact to revenue will be.</p> <p>Samantha stated that through the CARES ACT we have applied for the Payroll Protection Loan Grant through Community Trust Bank. They are working very hard for us. In regards to the EIDL through SBA we have not heard anything about the grant advance. She added that she does expect to see another stimulus package in the future.</p>	

	<p>Samantha also informed the Commission that our Budget looks really different for the upcoming fiscal year. We are anticipating a 35% decrease in revenue and we are adjusting accordingly. We are looking at how we can do a lot with a little.</p> <p>Jen Kopecky added that Sara Blakely with Red Backpack Fund will have a grant opportunity opening in May. She will send the links from Invest 606. There are also grants for women in small business and artist grants. Jen also said she is working on a virtual art tour.</p>	
<b>Next Meeting</b>	May 12 <sup>th</sup> , 2020 at 12PM at the Mountain Arts Center	
<b>Adjournment</b>	The meeting adjourned at 12:37pm.	Motion was made by Rocky Rowe to end the meeting which was seconded by Julian Slone.