

Prestonsburg Tourism Commission

Meeting Minutes of May 12th, 2020 via Google Meet Video Conference

MEMBERS PRESENT: Jim Ousley(Chapmansville, WV Video), Julian Slone(Prestonsburg,KY Video), Rodney Gardner (Prestonsburg, KY Video), Rocky Rowe (Prestonsburg,KY Video), Cliff Latta (Prestonsburg, KY Video), Jen Kopecky (Prestonsburg, KY Video)
MEMBERS ABSENT:
STAFF PRESENT: Samantha Johnson (Prestonsburg, KY Video), Brooke LeMonds (Prestonsburg, KY Video)
GUESTS PRESENT:
CALL TO ORDER: 12:04PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	No guests present.	
Minutes Review	Rodney Gardner made a motion to approve the minutes from the April 14th, 2020 meeting. Julian Slone seconded the motion and the minutes were approved unanimously.	
Monthly Financial Report	Samantha Johnson presented the monthly bills to the Commission through check requests from People’s Bank with the bills totaling \$17,527.76 which includes paying off the credit card, Kindred Communications and KY Co-ops. Also the Commission was presented the tax splits this month from the Community Trust bank account. The split this month was around \$64,702.09 with our portion being \$21,898.60. Also this month we received a grant/loan from Payroll Protection via Community Trust for \$22,200.00 which was deposited through a wire transfer into our Community Trust account. Samantha informed the Commission that we have written a check to our People’s Bank account in the amount of \$22,200.00 which is reflected on the Check Request form.	Motion was made by Rodney Gardner to approve the monthly financials which was seconded by Julian Slone and passed unanimously.
Director’s Report	Samantha started off by showing the Commission the	

	<p>newest digital commercial. She added that our main focus right now is branding. We have partnered with WLEX for the month of June. We will have a full 30 minute show that will air on WLEX for under \$2,500. The City has agreed to pay half. It will first air on May 30th with Star City Sessions. The show will promote the MAC, the recording studio and some of our local singer/songwriters. WLEX will be in town on Thursday to film more B-roll. The episode in June will feature a Top Ten Countdown of performances at the MAC.</p> <p>Cliff Latta informed the Commission that the bids are due by May 22nd for the Rails to Trails. Looking at completion sometime in August.</p> <p>Samantha also added that the base for the Abraham Lincoln statue at Middle Creek is almost complete. They should be paving some of the parking lot and trails in the next few months.</p> <p>We also still have seven groups on the books running late June-September. We will be contacting these groups again next week to touch base regarding their plans. Even though the Opry is cancelled for this season the MAC will still have something take the stage for our groups. We have no information regarding the Amphitheatre. On May 16th the virtual Elk Drawing will air from the MAC. They will also be showing some of our commercials during the Drawing. In regards to the Music Entertainment Conference scheduled for the last week of September, Samantha said she will have to check into the status of the conference and review our budget.</p>	
Old Business	Samantha informed the Commission that we did receive the PPP Loan but nothing from EIDL at this time.	

New Business	<p>Samantha informed the Commission that the Budget this year is tough. We will be more creative and innovative this year. She added that we usually vote for an entire fiscal year when approving the budget but she suggested that we re-access quarterly. The budget presented to the Commission is based on a 35% cut. The budget presented does not include Matching Funds because we have not heard from the State. Our total budget is usually around \$890k, we are now looking at \$578.5k. The administration fee and audit fees have been removed leaving the total amount to split at \$551k. Our portion will be \$188,881 compared to around \$250k in past years. There will be no raises awarded this year. Our marketing budget took in between 45-48% cut. We will do more marketing digitally but we do need a new commercial. Grants are being cut for now. Cliff asked that we send letters informing our normal grant recipients. Samantha added that we did leave \$5k for events in the budget with some of that possibly going towards fireworks. Les has stated that the fireworks show will be held. Last year we did the marketing for the fireworks and Star City Day. If Star City does not happen this year we could still have an impact digitally through social media. In regards to State Fair, they are supposed to make a statement by the middle of next month. The regional booth is usually about \$1k but travel becomes the biggest expense. In the past we have not seen a huge Return on Investment.</p> <p>Samantha went on to address the return to the Office which will start next Monday, May 18th. She added that she will work Monday, Wednesday & Friday and Brooke will work Tuesday & Thursday in the office. We will promote curbside brochure delivery. The MAC will be closed but our phone number will be posted on the door. We will follow this schedule for two weeks and then on June 4th both will</p>	<p>Jen Kopecky made a motion to approve the budget on a quarterly basis which was seconded by Rodney Gardner and passed unanimously.</p>
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	<p>return to the Office fulltime. We are waiting on MAC protocol finalize decisions. If possible we will move the brochure racks behind the counters. Cliff recommended using the side entrance closest to the offices.</p> <p>Paddlefest has been cancelled for May. We need to make an announcement by next week. The event can't at this time be held the same as past years. Samantha suggested possibly having one Paddlefest this year, eliminating the shuttles and meals with staggered start times. She also suggested using the Lake vs. Levisa. Julian added that the Lake would be difficult on the weekends due to boaters. Jen suggested that instead of offering a meal with Paddlefest that we possibly partner with a local restaurant to offer a discount. Cliff suggested that we have an outdoor community event walking downtown in the spirit of Paddlefest. The Night Market will also need to be tweaked going forward. Samantha also addressed Song Writers Scene and possibly live stream with discounts offered from the local restaurants for carry out. She added everything will have to adjust. Cliff added that he would like us to take the lead on the "spirit" of reopening town. We need to make our locals feel safe first. Samantha concluded by saying our Focus will be Local first then within a 3 hour drive and then beyond.</p>	
Next Meeting	June 9 th , 2020 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 12:59pm.	Motion was made by Rodney Gardner to end the meeting which was seconded by Julian Slone.