

Prestonsburg Tourism Commission

Meeting Minutes of June 9th,2020 via Google Meet Video Conference

MEMBERS PRESENT: Jim Ousley(Prestonsburg, KY 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: Joe Campbell (Prestonsburg, KY Video)
CALL TO ORDER: 12:03PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	Joe Campbell with the MAC informed the Commission that “Star City Sessions” was great to be a part of. He is currently moving scheduled show dates around for a second time. It is rumored that they will be able to seat 350-400 people in August but that is not a solid decision. Bedford Band performed this past Saturday at the Amphitheatre with the amount of seats allowed to be sold capped at 300. There was actually 52 tickets sold, so it was under the 33% restriction. Joe also stated that they are looking to book another performance at the Amphitheatre for July 10 th . He will know the final details in a few days. Samantha added that she has spoken with Joe about the possibility of Tourism co-sponsoring the performance on July 10 th . The cost and revenues would be split equally between Tourism and the MAC.	Cliff Latta made a motion to allow Samantha to enter into a partnership with the MAC for the July 10 th performance at a cost to Tourism of \$1,250. Jen Kopecky seconded the motion and it was passed unanimously.
Minutes Review	Cliff Latta made a motion to approve the minutes from the May 12th, 2020 meeting. Jen Kopecky 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	Motion was made by Julian Slone to approve

	<p>with the bills totaling \$18,119.57 which includes our partnership with WLEX. The City had offered to pay half of the amount due. Also the Commission was presented the tax splits this month from the Community Trust bank account. The split this month was around \$45,234.17 with our portion being \$15,311.14. Also this month we received an EIDL grant for \$2k which was deposited via wire transfer into our People’s Bank account. This was done with no correspondence. The \$2k from EIDL will have to be reported to PPP grant/loan.</p> <p>Also, Samantha addressed that we are going to set up payment plans if needed with the restaurants and hotels to pay delinquent taxes that have occurred during COVID-19.</p>	<p>the monthly financials which was seconded by Rocky Rowe and passed unanimously.</p>
<p>Director’s Report</p>	<p>Samantha started off by telling the Commission that “Star City Sessions” aired last weekend on WLEX. Our segment was sent to the national headquarters for WLEX due to our segment being the first of its kind. The segment will run again in June and it showcases our area and music. We are going to start focusing some of our marketing in the Georgetown area due to many people from our area relocating there. We are going to do a social media takeover with Georgetown and Danville. Our next project is Hometown Takeover with WKYT. Our focus will be Sugar Camp Mountain Trails, Jenny Wiley and one other location. It will be shot in late June and then air in late June or early July. It will be shown over 3 days. Samantha also informed the Commission that we have lost another tour group for this year but we are working with the tour operators to reschedule.</p> <p>Samantha went on to announce upcoming events which include the July 10th concert at the Amphitheatre. Also on July 10th we will be having a birthday parade for Goldie Kahn</p>	

	<p>who happens to turn 111 and is the oldest person living in Kentucky. Kentucky Living is planning a story about Goldie. On June 18th we are partnering with Malcolm Wilson on “The Mask Project”. It is a historical documentation which will include driving your vehicle up to the MAC and have your portrait made wearing your favorite mask.</p>	
<p>Old Business</p>	<p>Samantha informed the Commission that all names have been submitted to City Council for our Commission seats. They should vote at next month’s meeting. Samantha also informed the Commission that she and Brooke are both back working in the office. We will host Paddlefest this month with staggered start times. We will have extra shuttles and tables. We are only committing to June at this time. Samantha added that we will send out flyers to the local hotels and businesses. If the COVID numbers are still lower we will consider doing more Paddlefest events with a possible Paddle Jam weekend in September.</p> <p>Samantha also told the Commission that the Rails to Trails Project has to be complete by August 21st. There are plans to do a big Labor Day weekend grand opening.</p> <p>Samantha also added that we did receive the EIDL grant/loan as previously mentioned. We have been approved for \$150k at 2.75% APR. At this time we do not need the funds, but we are not refusing either. Cliff Latta said that we do not need to let the money go. He thinks we need to monitor the situation because the PPP grant/loan was extended from 8 weeks to 24 weeks. Samantha added we are working with the bank to figure out what the plan should be and what the EIDL can be used for.</p> <p>Jim Ousley asked if we had heard anything else about the</p>	

	ATV trails in Floyd County. He said the economic impact from those trails would be huge. Samantha said she will reach out to Robbie Williams for an update. Rodney Gardner added the State has millions of dollars in funds for ATV trails.	
New Business	Samantha informed the Commission that Kentucky lost \$1.7 billion in travel spending from late February-March. Our local hotels have lost at least \$120k in revenue. The numbers are scary but not as horrible as anticipated.	
Next Meeting	July 14 th , 2020 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 1:13pm.	Motion was made by Julian Slone to end the meeting which was seconded by Rocky Rowe.