

# Prestonsburg Tourism Commission

Meeting Minutes of July 14<sup>th</sup>, 2020

<b>MEMBERS PRESENT:</b> Julian Slone, Rodney Gardner, Cliff Latta, Jen Kopecky
<b>MEMBERS ABSENT:</b> Jim Ousley, Rocky Rowe
<b>STAFF PRESENT:</b> Samantha Johnson, Brooke LeMonds
<b>GUESTS PRESENT:</b> Joe Campbell, Jenna McGuire, Steve Russo, Cody, Sydney Randall, Les Stapleton, Jordan Bishop
<b>CALL TO ORDER:</b> 12:09PM by Samantha West

<b>AGENDA ITEM</b>	<b>DISCUSSION/CONCLUSIONS</b>	<b>ACTIONS TO BE TAKEN</b>
<b>Public Comment</b>	<p>Steve Russo informed the Commission that the Science Center is still closed due to COVID. They are hoping to open mid August. They will not host any school groups this year and are capping their public occupancy at 50%.</p> <p>Joe Campbell with the MAC said that Chris Knight sold 287 tickets, several of which were from out of state. Broken Thrown Brewing sat up at the Amphitheatre and did very well. He added that the MAC would be writing a check to Tourism for \$1.8k for their portion of the profits from the Chris Knight concert. Samantha added that people online are started to view the Amphitheatre as a music venue. Cliff Latta said for the MAC to keep Tourism's portion of the Chris Knight profits for the next project/partnership. Joe also introduced Sydney Randall, who is an intern from EKU. She said she would like to spend her time targeting the younger generation (18-35) through social media. She is also working on designing a new shirt for the MAC.</p> <p>Cody with Appalachian News would like to help with promoting the MAC and Tourism events through social media.</p>	

	<p>Jenna McGuire and Samantha stated that they have had several meetings with the goal being a 5k Art Trail. They said a mural is needed to start. Jenna added that the mural needs to be encouraging and interactive. The first mural needs to include a power statement or butterfly wings featuring many of the locations/attractions in Prestonsburg. This will be beneficial to our community and will build community loyalty. The budget for the first mural will be \$4.8k with possibly getting a business sponsor for the community mural. They had also discussed having a mini Star City Day the evening of the community mural completion. Sydney suggested using cement/fiberglass stars placed around the town like other towns have done in the past with the horses and the elk. Les Stapleton said if Tourism will give half the \$4.8k for the murals then the City would cover the other half.</p> <p>Les Stapleton said the Carnival at Archer Park was a success. They did observe social distancing and were COVID compliant. The fireworks this year were phenomenal and the downtown businesses were very busy. Next year they will be using a new distributor for the fireworks and it will be a new fresher show. He added that the Paddlefest in June had over 80 people in attendance with over 70 watercrafts. The Rails to Trails is being blacktopped currently and the gates will go up next week along with the school bus bridge. He also introduced his new assistant, Jordan Bishop, who is taking over for Stacia due to her relocation.</p>	<p>Cliff Latta made a motion to approve \$2.4k for the murals. Jen Kopecky seconded the motion which passed unanimously. The City will cover the other \$2.4k.</p>
<b>Minutes Review</b>	<p>Julian Slone made a motion to approve the minutes from the June 9th, 2020 meeting. Jen Kopecky seconded the motion and the minutes were approved unanimously.</p>	
<b>Monthly Financial</b>	<p>Samantha Johnson presented the monthly bills to the</p>	

<b>Report</b>	Commission through check requests from People's Bank with the bills totaling \$22,543.78 which includes the \$3.5k fireworks grant. Also the Commission was presented the tax splits this month from the Community Trust bank account. The split this month was around \$67,536.74 with our portion being \$23,326.52.	Rodney Gardner made a motion to approve the monthly bills along with the \$3.5k for fireworks which was seconded by Cliff Latta and passed unanimously.
<b>Director's Report</b>	Samantha started off by stating that we are currently seeking bids for a new digital campaign. We also just received new Prestonsburg stickers featuring two different designs. Our recent Hometown Tours filmed last week with WTVQ focused on Sugar Camp Mountain Trails, Jenny Wiley State Resort Park and the Equestrian Center. Samantha also stated that she is currently working to secure a grant for the downtown merchants to be used for future events and development. She also informed the Commission that we have two more motor coach groups scheduled for this year but added that they more than likely won't run. She also is scheduled to travel to Elizabethtown on July 23 <sup>rd</sup> for KACVB.	Cliff Latta made a motion to approve travel expenses for KACVB in Elizabethtown which was seconded by Julian Slone and passed unanimously.
<b>Old Business</b>	Samantha updated the Commission on the 2016-17 audit which was originally scheduled to be presented this past January. After speaking with the auditors they are hoping to present to the Commission in August. The auditors were in the office with us last week gathering information for the audits through 2020.	
<b>New Business</b>	Samantha informed the Commission that the Jenny Wiley Festival sent paperwork requesting a sponsorship this year. All of the festivals contracts allow for cancellations without the loss of funding. Kentucky Headhunters will be the main	The sponsorship for the Jenny Wiley Festival was

	<p>act on Saturday night. Cliff added that he thinks the Jenny Wiley story needs to play a larger role in the festival.</p> <p>Samantha also recapped the 2019-2020 fiscal year. She stated that we are looking at collecting \$65-\$75k less in restaurant and transient taxes. When COVID hit we adjusted quickly and have been able to stay within the budget. Our expenses for 2019-2020 have ended but we are still collecting the tax through August. Samantha added that we will have a rolling budget for 2020-2021 with a quarterly assessment. Grants are currently closed until further notice.</p> <p>Samantha added that the Rails to Trails Project is looking great!! Labor Day will be opening weekend.</p>	<p>tabled until next meeting for further review.</p>
<b>Next Meeting</b>	August 11 <sup>th</sup> , 2020 at 12PM at the Mountain Arts Center	
<b>Adjournment</b>	The meeting adjourned at 1:25pm.	Motion was made by Jen Kopecky to end the meeting which was seconded by Cliff Latta.