

Prestonsburg Tourism Commission

Meeting Minutes of July 9th, 2019

MEMBERS PRESENT: Rocky Rowe, Cliff Latta, Jim Ousley, Rodney Gardner, Julian Stone, Jen Kopecky
MEMBERS ABSENT: Tim Branham
STAFF PRESENT: Samantha West, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Joe Campbell, Les Stapleton, Charlie, Brian Moore
CALL TO ORDER: 12:10PM by Jim Ousley

AGENDA ITEM

DISCUSSION/CONCLUSIONS

ACTIONS TO BE TAKEN

Public Comment

Charlie presented new plans for the 2019 Moonlighting for Hospice event. Last year had 140 participant with 1 overnight guest. Tri-state Racers will be keeping time. The event website also shows links and suggestions to Tourism/Parks activities.

Steve Russo with the East Kentucky Science Center informed the Commission that the moon rocks arrived and will be in Prestonsburg for 2 months to celebrate the Apollo 50th anniversary. They will be holding a special showing of Capcom Go for tourism and city officials on Thursday.

Joe Campbell with the MAC gave updates on the Amphitheatre season. Bloodsong opens on Friday and will have 5 performances. Mayor Stapleton is an actor in the show. The KY Opry is currently halfway through their season with 4 performances left. Woodstock will be held on Aug 17, Mac Powell Aug 23rd, Big Family Story of the Bluegrass (KET) will be premiered on Aug 1.

Brian Moore, President of Paintsville Brother's Keepers, presented the Burn Run grant application. Gave an update on what tactics have been working best in other Burn Run

	<p>events around the country and which they look to implement in the future. All proceeds from the event is donated to Shriner's special summer camp for burn victims. Prestonsburg's Burn Run 2018 donated the largest single amount ever with \$15000. To improve tourism and better the event, they are adding an additional night ride on Saturday. Shirt Gallery will design & make shirts. Les added that it is a phenomenal event. Last year saw 130 cyclist. This year, groups from MI, WV, VA, and more are confirmed.</p> <p>Joe brought attention to the Tourism/MAC sign in front of the MAC. He has asked that it be replaced or removed. Samantha will look into bids for a new sign. Les says Public Works can print.</p>	<p>The Moonlighting for Hospice and Burn Run grants will now go to grant committee for consideration.</p>
<p>Minutes Review</p>	<p>Cliff made a motion to approve the minutes from the June 11th, 2019 meeting. Julian seconded the motion and the minutes were approved unanimously.</p>	
<p>Monthly Financial Report</p>	<p>Samantha presented the monthly bills to the Commission through check requests from People's Bank which she pointed out includes a payment for reprinting of our brochures. Also the Commission was presented the tax splits this month from the Community Trust bank account.</p>	<p>Motion was made by Cliff to approve monthly financials which was seconded by Rocky Rowe and passed unanimously.</p>
<p>Director's Report</p>	<p>Samantha started off by informing the Commission that our Facebook has gained 90 new looks, 300+ new likes and follows, while IG are following a similar pattern of increase. She then presented the new "Cell Phone" branded content video. Live with Hayley! Show was a big success. Stonecrest Golf Course booked a Stay & Play while on air. The current blog post focuses on the amphitheatre and has gained over 5000 hits. Tourism will be featured in 1 Page Ad in Meeting, Conference, & Event magazine plus banner ad. We will be looking into new options for digital marketing and geo-fencing. ABC station in Lexington contacted us to be</p>	

	<p>featured as a Hometown Tour destination. Feature includes 3 two minute ads for \$600. WLOS from Asheville will be 7 locations on July 23rd.</p> <p>Samantha asked that new promo items be ordered. The board approved up to \$2500 in new items.</p> <p>Paddlefest is averaging 40 paddlers per event. Opry attendance has been around 250 per show, which is down from last year. The Middle Creek National Battlefield will be a subject to a featured dance at the Governor's School for the Arts final showcase at UK this Saturday. Les would like to attach a Trail/Water Day to future Star City Day and is looking at doing a military parade on July 4th.</p>	<p>Motion for purchase made by Cliff. Rocky 2nd the motion.</p>
<p>Old Business</p>	<p>Prestonsburg recently hosted EHN meeting. Samantha thanked Jenny Wiley State Park for sponsoring food and meeting room. Samantha was also voted treasurer/secretary for EHN. New Paddlefest shirts arrived. Mary Poppins Jr. Closed at the Amphitheatre. Bloodsong open Friday, and they have added 2 special performances for tour groups. More marketing will be done moving forward. Jen suggested offering business specials (i.e. bring in ticket for 10% off). Friday offered "Pay What You Can Night" and had 208 in attendance with most paying full price. Les plans on having new season by October. Joe reminded that 2020 is the 30th anniversary of the Opry and would like to use the Amphitheatre.</p>	
<p>Executive Session</p>	<p>Cliff made a motion at 1:10pm to move into Executive Session under KRS.61.815. Julian 2nd the motion. Jim invited Les to stay for litigation discussions. Cliff made a motion at 1:55pm to exit Executive Session, which Julian seconded.</p>	

New Business	Travel for a variety of volunteers to the upcoming Kentucky State Fair needs approval.	Rocky made a motion to approve travel. Cliff seconded.
Next Meeting Adjournment	August 13th, 2019 at 12PM at the Mountain Arts Center The meeting adjourned at 1:58pm.	Motion was made by Rocky Rowe to end the meeting which was seconded by Cliff Latta.