

Prestonsburg Tourism Commission

Meeting Minutes of September 17th, 2019

Special Called Meeting

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

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Joe Campbell with the Mountain Arts Center informed the Commission that Amy Grant would be performing on September 28th and they had sold 520 tickets so far. He added that they had several events scheduled for October including Rumours, a Fleetwood Mac Tribute Band and the Jr. Pros Halloween Show. The Jr. Pros show last year sold out. Also the Kentucky Opry is meeting tomorrow to start discussing the Christmas Show for this upcoming season. Starting this winter the MAC will be doing a movie night once a month on a trial basis to see how the community reacts to this event.</p> <p>Steve Russo with the East Kentucky Science Center stated that they would be having their annual Trunk or Treat event again this year. He also informed the Commission that they would be hosting a new exhibit starting around mid-October that would take up about half of the exhibit hall called "The Way We Worked". This display once belonged to the Smithsonian but it was purchased by the College a few years ago with shipping being paid for equally by the College and the City.</p>	
Minutes Review	Samantha West informed the Commission that a change	

	<p>needed to be made to the minutes presented from the August meeting. Lavina Vanover's name needs to take the place of Shelly Crisp who was not at the meeting. Jen Kopecky made a motion to approve the minutes from the August 13th, 2019 meeting. Cliff Latta seconded the motion and the minutes were approved unanimously.</p>	
<p>Monthly Financial Report</p>	<p>Samantha West started off by informing the Commission that the first report they would see is the Community Trust Bank account which holds the funds from the Restaurant/Hotel Tax. The split for this month to be disbursed to the Parks Commission, the MAC, StoneCrest and Tourism totaled \$98,025.15. She went on to inform the Commission that the second report would be from People's Bank which is Prestonsburg Tourism's main account where the bills and monthly expenses are disbursed from and following them would be the Tour Group Pass Thru's for our upcoming tours which are also paid from the People's Bank account.</p>	<p>Motion was made by Rodney Gardner to approve monthly financials which was seconded by Cliff Latta and passed unanimously.</p>
<p>Director's Report</p>	<p>Samantha started off by informing the Commission that we have many co-ops coming up in the near future including the Kentucky Visitor's Guide, Tri-State Regional Guide, Group Travel Leader and the Kentucky Travel Guide. She went on to inform them of a new non-traditional group that will be coming to Prestonsburg in October that is from St. Augustine, Florida. This group contains medical school students whom last year visited Italy but chose to visit our area this year. The group maxed out at 25 participants. Our last Paddle Fest for this year is scheduled for September 28th and then the Jenny Wiley Festival will be the second weekend in October. The City will also be offering shuttle rides at the Sugar Camp Mountain Trails on September 28th and the next two weekends. These shuttles will run 3 times a day on those scheduled dates.</p>	
<p>Old Business</p>	<p>Samantha informed the Commission that the grant</p>	

	<p>subcommittee needs to schedule a date to discuss pending grant requests. The subcommittee acknowledged this request and will work on setting a date to meet.</p> <p>Samantha informed the Commission that KACVB met in Danville last Friday to discuss the economic impact report for 2018 which she gave to all Commissioners. Direct employment in Floyd County was 289 people and 417 people total employed by tourism. The total amount of tourism revenue in 2018 was \$54.4 million.</p> <p>Samantha also addressed the upcoming Travel Shows for 2020. She presented the cost and dates of the shows which included ABA, Pennsylvania Bus Association, Heartland and Travel South. She asked the Commission to decide which we should attend due to registration beginning.</p> <p>Samantha also informed the Commission that the City would be installing an Electrical Car Charging Station. She asked that Les elaborate on the details. Les stated that the company approached us. They looked at other cities that have these stations and it does increase tourism to those areas. He added that individuals that own electric cars plan their itineraries to hit these charging stations during their trips. The cost for two of the charging stations will be \$1,500 and they will be placed at the Mountain Arts Center due to it being powered by RECC. RECC has agreed to pay \$275 per station for 3 years for marketing purposes. The goal is to eventually have charging stations downtown as well which will cost \$7k for two stations. Les asked on behalf of the City that we add the charging station logo to our advertising efforts in the future.</p>	
<p>New Business</p>		<p>Cliff Latta made a motion for Tourism to attend all of the travel shows listed excluding Travel South. Rodney Gardner seconded the motion and it passed unanimously.</p>
<p>Next Meeting</p>	<p>October 8th, 2019 at 12PM at the Mountain Arts Center</p>	
<p>Adjournment</p>	<p>The meeting adjourned at 12:57PM.</p>	<p>Motion was made by Rocky Rowe to end the meeting which was seconded by Rodney Gardner.</p>