

# Prestonsburg Tourism Commission

Meeting Minutes of September 8<sup>th</sup>, 2020

<b>MEMBERS PRESENT:</b> Rocky Row, Jim Ousley, Jen Kopecky, Cliff Latta (via FaceTime-Prestonsburg, KY)
<b>MEMBERS ABSENT:</b> Julian Slone, Rodney Gardner
<b>STAFF PRESENT:</b> Samantha Johnson, Brooke LeMonds
<b>GUESTS PRESENT:</b> Joe Campbell, Ronnie Warrix, Steve Russo, Les Stapleton, Isabella Jacobs
<b>CALL TO ORDER:</b> 12:03PM by Jim Ousley

<b>AGENDA ITEM</b>	<b>DISCUSSION/CONCLUSIONS</b>	<b>ACTIONS TO BE TAKEN</b>
<b>Public Comment</b>	<p>Joe Campbell with the Mountain Arts Center informed the Commission that Brit Taylor and Adam Chaffins would be performing at the Amphitheatre on Friday, September 18<sup>th</sup>. Garland Rogers will also be performing at the Amphitheatre on the 19<sup>th</sup> and Josh Martin will be performing on the 25<sup>th</sup>. The Fall Gospel Concert will be at the MAC on September 26<sup>th</sup>. He added they have been busy with weddings, showers and meetings.</p> <p>Steve Russo informed the Commission that the Science Center opened last Tuesday. They are open in the morning by appointment. In the afternoon they are doing a half laser and half dome show. They are assigning seats as people enter to control social distancing.</p> <p>Isabella Jacobs with the City of Prestonsburg stated that the Passage opening went great! There were over 300 people on the trail in 3 hours. Johnny Ray Turner and Ashley Tackett Lafferty were among the officials in attendance.</p> <p>Les Stapleton informed the Commission that Jenny Wiley Festival is coming up. The parade will not have candy thrown from the floats/vehicles this year. He also stated</p>	

	<p>that there would be no carnival. He also addressed Halloween and said they are looking at some different ideas. Les also asked that we look at Nikki Fields Facebook post from a guy regarding the Passage trail. He also said Paddlefest is at the end of this month and will be the last one for 2020.</p>	
<b>Minutes Review</b>	<p>Rocky Rowe made a motion to approve the minutes from the August 11th, 2020 meeting. Jen Kopecky seconded the motion and the minutes were approved unanimously.</p>	
<b>Monthly Financial Report</b>	<p>Samantha started by informing the Commission that the restaurant/hotel tax split was very strong for the month of July. The hotels seem to be doing great. The total split for July was \$75,914.53 with our portion being \$26,161.35. Our bills this month totaled \$13,182.49 with about \$1.6k spent on marketing materials for "The Passage".</p>	<p>Rocky Rowe made a motion to approve the monthly bills which was seconded by Jen Kopecky and passed unanimously.</p>
<b>Director's Report</b>	<p>Samantha stated that the grand opening for "The Passage" was this past Saturday. Work is still being done to add benches, garbage cans and signage. The Park Department and the Fire Department have been working so hard. Some of the mile markers have been painted and two more are to be painted by Selena Valencia and the Jamerson brothers. She added that what we are doing here is working! Visitors from the Gorge area were at the opening. Samantha added that she will be meeting with their tourism director.</p> <p>Samantha also told the Commission that we will be doing a social media takeover co-op with State Tourism. We are also still working on an animated commercial. We also have new "Passage" t-shirts which were designed with the Shirt Gallery. The billboards are still featuring StoneCrest. We are also working on new footage to promote ourselves as an Artist Retreat. This month we will be trying a new plan for Paddlefest.</p>	

	<p>Les added that they are going to set up specific times in October for golf carts to be on the trail. They will be doing two guided tours on Saturdays on the 13 passenger golf cart. The charge will be \$3 per person and proceeds will go towards buying a second battery for the golf cart.</p> <p>Samantha went on to say that Blue Ridge Country magazine featured Jenny Wiley State Resort Park as a gold recipient in water activities for State Parks. There was an article by a lady named Joan that featured Prestonsburg. Steve Russo added that we should consider advertising “The Passage” towards the Hazard area.</p>	
<b>Old Business</b>	<p>Samantha informed the Commission that we received the funds from the \$30k grant for the Downtown area. We will be using the money to revitalize some areas downtown, purchase PPE and help set up online stores for the merchants.</p>	
<b>New Business</b>	<p>Joe Campbell presented a partnership opportunity for Tourism with the APPY’s which will take place on March 20<sup>th</sup>, 2021. The other partners are the Mountain Arts Center, Big Sandy Community &amp; Technical College and the City of Prestonsburg. This will be taking the place of Big Sandy Idol. There will be over 50 categories with applications being accepted from the 13 states of Appalachia stretching from New York to Mississippi. Photography, painting, songwriting, best album, etc. will all be represented. There will also be a Best Middle School/High School Band category. The Band Director for the winning school will receive a scholarship for a student of their choice for two years at Big Sandy Community &amp; Technical College. There will be seven total scholarships awarded. The Stage Director for the show will be Terri Mullins from Pikeville and has over 20 years experience. The hosts will be Ania Hammar from “Taste of Country” and Steve Goodie who is House MC at</p>	

	<p>the Bluebird Café in Nashville. Joe requested \$6k from Tourism to go towards advertising, production, house band, etc. They are also looking to partner with other tourism offices in the 13 states of Appalachia. With a \$6k investment Tourism will receive branding placement, a table for 8 at the rewards dinner, access to the talent, a booth and an award presenter. If Tourism decides to invest they will be a partner. Les added that CMH 23 will be streaming the awards show live and will also have an edited one hour version.</p>	<p>Rocky Rowe made motion to partner on the APPY's at a cost of \$6k which was seconded by Jen Kopecky and passed unanimously.</p>
<p><b>Executive Session</b></p>	<p>Jen Kopecky made a motion to go into Executive Session under KRS 61.810(f) at 12:50pm. Rocky Rowe seconded the motion and passed unanimously. Rocky Rowe made a motion to end Executive Session at 1:17pm. Jen Kopecky seconded the motion and it passed unanimously.</p>	<p>The Commission decided to continue 100% reimbursement on health insurance for employees and their spouses in lieu of the changes made by the City in regards to their insurance policies.</p>
<p><b>Next Meeting</b></p>	<p>October 13<sup>th</sup>, 2020 at 12PM at the Mountain Arts Center</p>	
<p><b>Adjournment</b></p>	<p>The meeting adjourned at 1:19pm.</p>	<p>Motion was made by Rocky Rowe to end the meeting which was seconded by Jim Ousley.</p>