

Prestonsburg Tourism Commission

Meeting Minutes of November 10th, 2020

Via Google Meet

MEMBERS PRESENT: , Jim Ousley (Clay Branch, KY), Jen Kopecky (Prestonsburg, KY), Julian Slone (Prestonsburg, KY), Rocky Rowe (Prestonsburg, KY), Cliff Latta (Prestonsburg, KY), Ronnie Warrix (Inez, KY), Franky Valencia (Prestonsburg, KY)
STAFF PRESENT: Samantha Johnson (Prestonsburg, KY), Brooke LeMonds (Prestonsburg, KY)
GUESTS PRESENT: Isabella Stevens (Prestonsburg, KY), Les Stapleton (Prestonsburg, KY), Coty Blankenship (Prestonsburg, KY)
CALL TO ORDER: 12:06PM by Samantha Johnson

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Isabella Stevens with City Hall said that Trunk or Treat at the MAC had 403 cars with around 1,200 people in attendance. She said it was a great success and they received great comments. Rocky Rowe added that it was a cool event but wished that more businesses participated but the people in attendance were very appreciative.</p> <p>Les Stapleton stated that the signs for the Passage were received today and will be going up soon. The signs cost \$6.8k.</p>	
Minutes Review	Rocky Rowe made a motion to approve the minutes from the October 13 th , 2020 meeting. Jen Kopecky seconded the motion and the minutes were approved unanimously.	
Monthly Financial Report	Samantha started by informing the Commission that the tax revenue collected is deposited into our Community Trust account this month totaled \$75,661.01 with our portion being \$26,075.57 which includes the administrative and audit fee. Our bills which are paid out of our People's Bank account were higher this month. They total \$34,764.14 which	Cliff Latta made a motion to approve the monthly bills which was seconded by Julian Slone and passed unanimously.

	<p>includes \$6k to the MAC for the APPY Awards which was voted on at a previous meeting. The bills also include a payment for signage for the Downtown Initiatives Grant and a credit card payment for lighting and sanitizing stations. Public Works is ready to install the signage when it is delivered which should be in 4 weeks. Hopefully the lights and signage will all be installed in December.</p>	
<p>Director's Report</p>	<p>Samantha started off by informing the Commission that we finished up Pburger Week which was a great success. We had a feature video "The Burgerette" to advertise Pburger Week. Our billboards are now featuring Archer Park Lights. We will be using some of our remaining geotargeting for Small Business Saturday and Archer Park Lights. We have cut our brochure distribution with Print Distribution for the time being. We will reevaluate in the Spring. Our final ad just ran in Southern Travel & Lifestyle Magazine which featured our outdoors. We are doing a lot of marketing with little expenditure. Samantha added that we have entered the planning phase for the Downtown Murals. In regards to our PPP loan it was extended to 24 weeks. We can now start asking for 100% loan forgiveness vs. the 70-80% we expected. Our audit for 2016-17 was supposed to be presented to the Commission in March but has not yet been presented. Our hands are tied with our auditor because they are significantly less expensive than other companies. David Garrett outsourced to White & Associates. The hold up for presenting is an in house presentation on their end. Jim Ousley said that we need to send a certified letter on company letterhead stating our need for completion. Samantha added that we are now part of SPGE, a state mandated organization that we pay to place our audits on file and this could pose an issue with our audits being behind but she has made them aware of the current situation. Samantha said that she will contact them again</p>	

	<p>this week for a final push then take other actions. Samantha also informed the Commission that our marketing focus will now shift to a more local influence for the Season. She added that our offices will be closed tomorrow for Veteran's Day.</p>	
Old Business	<p>Samantha informed the Commission that we have hit the deadline for the Downtown Grant. The funds have been extended for marketing. All the materials in the grant have been purchased. We are working on getting downtown maps developed. She also addressed Pburger Week which was incredible! Every business oversold what they anticipated. One local business thought they may sell 50 burgers all week and they sold that many during their first lunch. We have currently received over 1000 votes. We will announce the winner on Friday. A \$500 co-op will be awarded to the burger voted best and a \$200 co-op to the business that sold the most. Cliff Latta added that he thought we did a great job on Pburger Week. He also requested an update on posting the minutes and financials on the website. Samantha also thanked Franky and Jen for promoting the Pburger Week participants through their businesses.</p>	
New Business	<p>Brooke gave an update on tour groups for 2020 which was none visited our area due to COVID. We currently have 6 tours booked for 2021. Four tours are rebooks from 2020 and two are revisiting groups. Samantha added that we have some site visits planned for the upcoming seasons. Samantha also stated that we need to schedule a Budget Committee meeting before the December Commission meeting.</p> <p>Ronnie Warrix informed the Commission that Elite Insurance will be opening their Prestonsburg office at the end of the month. He said they are looking for one more</p>	

	high resolution photo of a tourist attraction in Prestonsburg to add to their photos displayed in the office. He said everyone is welcome at the open house. Cliff suggested that Ronnie reach out to Rose Meek for some great images of the Passage trail.	
Next Meeting	December 8 th , 2020 at 12PM at the Mountain Arts Center	
Adjournment	The meeting via Google Meet adjourned at 12:44pm.	Motion was made by Rocky Rowe to end the meeting which was seconded by Julian Slone.

Prestonsburg Tourism Commission

Special Called Meeting

Meeting Minutes of November 20th,2020

Via Google Meet

MEMBERS PRESENT: Cliff Latta (Prestonsburg, KY), Jim Ousley (Barboursville, WV audio only), Rocky Rowe (Prestonsburg, KY), Franky Valencia (Prestonsburg, KY), Ronnie Warrix (Inez, KY)
MEMBERS ABSENT: Jen Kopecky, Julian Slone
STAFF PRESENT: Samantha Johnson (Prestonsburg, KY), Brooke LeMonds (Prestonsburg, KY)
GUESTS PRESENT: Coty Blankenship
CALL TO ORDER: 10:08AM by Samantha West

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
New Business	<p>Samantha informed the Commission that she has spoken with David Garrett and White & Associates. They have sent the drafts for the 2016-17 and 2017-18 fiscal year audits. We had previously voted for our budget to include presentation of one audit at a time with a max expense of \$7.5k. Samantha is hopeful that they will present the 2016-17 audit at our next scheduled Commission meeting on December 8th. She asked the Commission if both audits are ready for presentation on December 8th if they would like for that to happen. Everyone was in agreement that this should happen.</p>	<p>Rocky Rowe made a motion to amend our current budget to allow for the 2017-18 audit expenditure to David Garrett/White & Associates for presentation this fiscal year. Cliff Latta seconded the motion and it passed unanimously.</p>
Next Meeting	December 8 th , 2020 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 10:20am.	<p>Motion was made by Rocky Rowe to end the meeting which was seconded by Ronnie Warrix.</p>

