

# Prestonsburg Tourism Commission

Meeting Minutes of June 11<sup>th</sup>, 2019

<b>MEMBERS PRESENT:</b> Rocky Rowe, Cliff Latta, Jim Ousley, Tim Branham, Rodney Gardner, Julian Slone
<b>MEMBERS ABSENT:</b> Jen Kopecky
<b>STAFF PRESENT:</b> Samantha West, Brooke LeMonds
<b>GUESTS PRESENT:</b> Steve Russo, Joe Campbell, Elaine Belcher, Les Stapleton, Treyton Blackburn
<b>CALL TO ORDER:</b> 12:07PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
<b>Public Comment</b>	<p>Steve Russo with the East Kentucky Science Center informed the Commission that they had to reschedule the premiere of their new laser show, Rush 2112 which features the music from the group Rush, will now be shown on the evening of Wednesday, June 26<sup>th</sup>. He also stated that they are doing their Drop-in Summer Camps for children now through July. In addition on June 19<sup>th</sup> from 4:30-8:30 at the MAC, Amy Laveer who has degrees in Robotics and Dance will program routines into a 3 foot robot. This event is open to the public and will take about 20 minutes per person to program the robot. She started working with the Science Center four years ago.</p> <p>Joe Campbell announced that the Kentucky Opry will open this weekend for the Summer Season. There is a new set being built for the Opry with new lights and new panels. A much sleeker set with a Vegas vibe. There will also be a new closer and new medleys. As of today they have sold 30 tickets outside of a 100 mile radius, two from Wisconsin and six from Indiana. He added that they have started disbursing the Opry gift certificates to local restaurants including Pig in a Poke, El Azul, Lizzie B's, Billy Ray's, The Brickhouse and City Perk. Each of the 100 gift certificates has two free</p>	

	<p>tickets to the Opry. Ashley McBryde will be in concert on June 20<sup>th</sup> with over 870 tickets sold to date. 134 of the tickets sold are from beyond the 100 mile radius with eight states being represented, Michigan being the furthest away.</p> <p>Les Stapleton informed the Commission that advertising for the amphitheatre is being increased. They are bringing local actors back to the venue. He added that Joe and Samantha are working on developing a new logo. Les also is working on bringing back a version of "The Legend of Jenny Wiley". He also stated that brochures are now available and he will be delivering them after the meeting. Tickets are available on macarts.com. "Cotton Patch Gospel" will open this weekend. Les also informed the Commission that there has been great progress made with the Rails to Trails project and thanked Cliff Latta for all of his work.</p>	
<b>Minutes Review</b>	Rodney Gardner made a motion to approve the minutes from the May 18 <sup>th</sup> , 2019 meeting. Rocky Rowe seconded the motion and the minutes were approved unanimously.	
<b>Monthly Financial Report</b>	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.	Motion was made by Julian Slone to approve monthly financials which was seconded by Rocky Rowe and passed unanimously.
<b>Director's Report</b>	Samantha started off by informing the Commission that our new website has officially gone live. We have received our first request from a new tour company via the website. The calendar on the website will be updated as we are made aware of the event. Cliff asked if the financials and minutes will be added. Samantha assured him that they are in the process of being added to the website. She also updated the Commission on our billboards which are still focusing on entertainment. She also let them know that WLEX-18 will be	

	<p>in town on Thursday and Friday to film for our new commercials and a live show that will air on Friday “Live with Hayley”. In July WLOS out of Asheville will be present to film for the segments on their channel. She added that we have ordered new Paddle Fest t-shirts from Shirt Gallery and they should be ready soon. Next Monday we will be hosting the EHN meeting which is our regional tourism group. She also stated that the Amphitheatre shows will be on Friday and Sunday this summer; which will not compete with the Opry, Les added.</p>	
<p><b>Old Business</b></p>	<p>Treyton Blackburn who is the Artistic Director of Shakespeare in the Park came to update the Commission on this project and future projects. They had 3 Shakespeare in the Park performances at Gearheart Auditorium due to the weather keeping the performances from being at Middle Creek National Battlefield as originally planned and they also had to cancel the Sunday performance due to weather conditions. They had over 250 people attend with 18 being from outside the region. Around 10% of the patrons stayed in hotels. He added that he has several ideas for future projects he would like to implement including Comedy of Errors at the Amphitheatre and a touring production of the Complete works of Shakespeare. His plans are to have 10 roles with 50% of those roles being local actors. He said he would like to have some Civil War Shakespearian roles at Middle Creek. Samantha added that we have not tapped into what Middle Creek can offer from a tourism point of view.</p> <p>Samantha updated the Commission on a few of our partnerships. Our Night Market recently partnered with Star City Arts to offer free painting for kids. We are also working with Jenna McGuire from Star City Arts on Star City Day which will feature local artists and have art for the kids at</p>	

	<p>Star City Day which will also feature local musicians and vendors all being held prior to the wonderful firework show. At our last Paddle Fest we had 40 participants which included our youngest paddler ever. Over half of the participants were first time participants. Samantha added that Paddle Fest could not happen without help from the City and Parks.</p>	
<b>New Business</b>	<p>Cliff Latta requested that Brad with Stone Crest and Ritchie with Parks attend an upcoming meeting to update the Commission on what they are working on. A request was also made for Samantha and Brooke to reach out to Floyd County Tourism to see what they are working on to avoid doubling up on advertising efforts and ask that they keep us informed on their plans and projects.</p> <p>Samantha stated that all of our debts are paid and we are exactly where we need to be ending the current fiscal year. She thanked the venues, hotels and restaurants for working hard to increase their numbers over this fiscal year.</p>	
<b>Next Meeting</b>	July 9 <sup>th</sup> , 2019 at 12PM at the Mountain Arts Center	
<b>Adjournment</b>	The meeting adjourned at 1:02pm.	Motion was made by Rocky Rowe to end the meeting which was seconded by Julian Slone.