

Prestonsburg Tourism Commission

Meeting Minutes of January 12th, 2021

Via Google Meet

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| MEMBERS PRESENT: , Jim Ousley (Barboursville, WV), Julian Slone (Prestonsburg, KY), Rocky Rowe (Prestonsburg, KY), Ronnie Warrix (Inez, KY: Audio Only), Franky Valencia (Prestonsburg, KY), Jen Kopecky (Pikeville, KY) |
| MEMBERS ABSENT: Cliff Latta |
| STAFF PRESENT: Samantha Johnson (Prestonsburg, KY), Brooke LeMonds (Prestonsburg, KY) |
| GUESTS PRESENT: Artie White (Richmond, KY), Deborah Maynard (Richmond, KY), Steve Russo (Prestonsburg, KY), Coty Blankenship (Prestonsburg, KY), Joe Campbell (Prestonsburg, KY), Les Stapleton (Prestonsburg, KY), Jill Hamlin (Prestonsburg, KY) |
| CALL TO ORDER: 12:06PM by Jim Ousley |

| AGENDA ITEM | DISCUSSION/CONCLUSIONS | ACTIONS TO BE TAKEN |
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| Public Comment | <p>Steve Russo stated that the East Kentucky Science Center is still closed. The insurance adjustors came and took notes. He hopes they will soon have a timeline for re-opening. The process of hiring is new Director is going well with a lot of great applicants.</p> <p>Joe Campbell with the Mountain Arts Center announced that Sundy Best will be performing on May 1st for the Kinfolk Reunion which is taking place April 30th-May 2nd. They are allowing 200 cars to attend the concert at Archer Park which sold out in less than one hour. Work also continues on the APPY's scheduled for March 20th. Joe added that the three Junior Pros Christmas Shows went very well. These shows were also live streamed for the first time. The Nutcracker will take place at the end of January with six shows instead of three to allow for social distancing. Jill Hamlin added in regards to the APPY's that the top 5 nominees in each category will be calculated by this</p> | |

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| | <p>weekend. There were over 15k votes. The top 5 nominees will be announced February 2nd. Jill also added that another Single Mic Session was just posted. There have been lots of musicians contacting the MAC with interest to record, perform, etc. in the future. Joe stated that the APPY's are leaning more towards a virtual format.</p> | |
| Minutes Review | <p>Jen Kopecky made a motion to approve the minutes from the December 8th, 2020 meeting. Rocky Rowe seconded the motion and the minutes were approved unanimously.</p> | |
| Monthly Financial Report | <p>Samantha started off by informing the Commission that the Restaurant and Transient Tax collections for November were lower as anticipated due to the winter months and COVID. The total amount collected this month and deposited into the Community Trust Bank account was \$61,624.71 with our portion of the split being \$21,326.04. The total amount of our bills for this month paid out of the People's Bank account was \$17,417.95. Most of the marketing for December was for Holiday shopping and local activities including the Archer Park Lights. We also have enough funds in our People's Bank account to pay for the three audits in full.</p> | <p>Julian Slone made a motion to approve the monthly bills & financials which was seconded by Rocky Rowe and passed unanimously.</p> |
| Director's Report | <p>Samantha started off by informing the Commission that we are starting to line up some new events for this year, which are mostly outdoors. The recently announced "Kinfolk Tour" ties into our marketing which is inviting prior residents or visitors that have ties to Prestonsburg. She also added that she has met with Tim Parks in regards to the Appalachian Strings & Things Music Festival. The lineup for the show will be announced in February. She wants to meet with the local hotels regarding the show and accommodations.</p> <p>Samantha also addressed our billboards with Fairway which have been relocated to the US 23 exit in Prestonsburg and to Knott County near Mine Made Adventure Park. We are</p> | |

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| | <p>also gearing up to promote Mountain Getaways for Valentine's Day. The signage from the Downtown Merchants Grant has been delivered and Public Works has them for installation. We are still working on obtaining permission from the remaining business owners for the lights. We have also noticed that there has been an influx of families moving to Prestonsburg, three families have reached out to the community in the last couple of weeks. Samantha added that we need to pursue promoting, Live Here work Elsewhere.</p> <p>Jim requested that we work on developing a structuralized hospitality training regarding attractions, shopping, dining, etc. It was discussed during the meeting and the Commission requested that a digital hospitality training program be developed. Julian suggested that we refer to the training program that SEKY implemented around 10 years ago.</p> | |
| New Business | <p>Artie White and Deborah Maynard with White & Associates presented the 2016-17 audit. Artie stated that they had to perform prior period adjustments to allow conformity with the City of Prestonsburg (shown on page 18 of the audit). The only recommendation that Artie mentioned was listed on page 20 and suggested that Tourism join SPGE, which Tourism had already taken that step in the Summer of 2020. Tourism is now in compliance with SPGE and this audit will be added. Deborah added that Tourism will perform independent audits based on KRS Statute and SPGE requirements. Tourism is a component unit of City of Prestonsburg audit.</p> | |
| Old Business | <p>Samantha addressed the Tourism signs at Archer Park, Mountain Arts Center and StoneCrest Golf Course which were discussed at a previous Commission meeting. We reached out to three area businesses asking for quotes to</p> | <p>Julian Slone made a motion to approve up to \$2k to replace the three signs which was</p> |

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| | replace this signage. We received three quotes ranging from just under \$1k-\$3k depending on the materials needing to be replaced. | seconded by Jen Kopecky and passed unanimously. |
| Next Meeting | February 9 th , 2021 at 12PM at the Mountain Arts Center | |
| Adjournment | The meeting via Google Meet adjourned at 1:03pm. | Motion was made by Julian Slone to end the meeting which was seconded by Rocky Rowe. |