

Prestonsburg Tourism Commission

Meeting Minutes of February 9th, 2021

Via Google Meet

MEMBERS PRESENT: Jim Ousley(Prestonsburg, KY), Ronnie Warrix (Inez, KY), Cliff Latta (Prestonsburg, KY), Rocky Rowe (Prestonsburg, KY), Julian Slone(Prestonsburg, KY)
MEMBERS ABSENT: Franky Valencia, Jen Kopecky
STAFF PRESENT: Samantha Johnson (Prestonsburg, KY), Brooke LeMonds (Prestonsburg, KY)
GUESTS PRESENT: Steve Russo, Joe Campbell, Jill Hamlin, Mike Brown, Les Stapleton
CALL TO ORDER: 11:03AM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Steve Russo with the East KY Science Center informed the Commission that the Science Center will be reopening February 11th for afternoon shows Thursday-Saturday. The new shows are called “Hubblevision” and “Laser Queen” and will play at 1:30 and 3:00 through at least March. The repairs to the Science Center are tentatively scheduled to start in April.</p> <p>Joe Campbell with the Mountain Arts Center stated that the Appalachian Strings and Things has officially been announced for July 2nd - 3rd . There has been a great response for this event thus far. Tickets are on sale and more details will be announced in the near future. “Dark Side of the River”, a Pink Floyd tribute band will be in concert on April 2nd. Exile will be performing on April 9th. He also added that they are still offering 50% capacity due to COVID-19. Filming for the APPY’s will be March 2nd & 3rd with the show airing virtually on March 20th . Jill Hamlin added that they announced the Top 5 in each category last Friday and that video has received over 22k organic views through online platforms. There are some great presenters lined up</p>	

	<p>including Billy Joel’s drummer which will present the “Best Drummer” category. Jill added that they are exploring the idea of “APPY Hour” for local restaurants and establishments to air the show live. Establishments in Lexington and London will be hosting similar events. Les Stapleton added that the Kentucky Headhunters and Black Stone Cherry would like to present an award. Jill went on to inform the Commission that a new “Single Mic Session” would air today at noon and they are also recording a new session today. Joe added that the visiting musicians love Prestonsburg and the vibe it is presenting. They want to come back for future visits. He also added that they should have a new sponsor soon.</p>	
Minutes Review	<p>Rocky Rowe made a motion to approve the minutes from the January 12th, 2021 meeting. Julian Slone seconded the motion and the minutes were approved unanimously.</p>	
Monthly Financial Report	<p>Samantha Johnson first presented the December Restaurant/Transient tax collected which is deposited into our Community Trust account. As expected the numbers are lower due to the season but one fast food restaurant posted their best numbers possibly ever. The total amount collected for December 2020 was \$64,996.10 with our portion of the split being \$22,466.83. As for our monthly bills they were also lower this month due to the season but we will have more marketing expenses starting back next month. Our total for bills paid out of our People’s Bank account was \$11,356.68.</p>	<p>Motion was made by Ronnie Warrix to approve the monthly financials which was seconded by Cliff Latta and passed unanimously.</p>
Director’s Report	<p>Samantha informed the Commission that we just completed another takeover of Kentucky Tourism’s social media accounts. Most of our posts featured our local music and outdoor activities. The comments received were very favorable. Travelers and the rest of the State are taking notice of the value we offer to tourism. We also have some</p>	

	<p>print co-ops coming up with Indianapolis Monthly, Kentucky Living and Blue Ridge Outdoors. Some other magazines are doing featured articles on Prestonsburg themselves with focus being on our Elk Tours. Samantha has informed them that our Elk Tours are canceled for the current season but are planned to resume in September. The focus of our billboards continues to be "Travel Safely to our Hotels". The remaining geofencing we have purchased with Kindred is focusing on Valentine's Day in Prestonsburg. She added that we have signed a new contract with Kindred to take us through the rest of 2021. We also have some new projects upcoming with Mountaintop Media. The Heartland Travel Showcase starts today virtually and will run through Friday. We have a lot of great appointments set up with existing and new clients. Samantha also stated that KACVB is scheduled for March 10th- 12th in Lexington and they are planning on it not being virtual. As for our Hospitality Training videos we are moving forward with planning and are exploring the hiring of outside production or doing in-house production. Brooke added that the Newsletter the Commission received via email at the beginning of the month will be a monthly newsletter that will be posted on our social media, website and will go out via email blast. This newsletter will be given to all local hotels and restaurants to aid employees in guiding tourists to local events and attractions. Cliff and Jim added that they think the newsletter is a great asset.</p>	<p>Cliff Latta made a motion to approve Samantha's travel to Lexington for KACVB, March 10th-12th . Rocky Rowe seconded the motion and it passed unanimously.</p>
<p>New Business</p>	<p>Samantha introduced Mike Brown, Prestonsburg Fire Chief, to the Commission. Mike Brown addressed the Commission regarding the Independence Day Fireworks Show for 2021. Mike started off by stating starting last year the fireworks they order took on an import tariff that cost around \$9k. They order the fireworks from China due to the lower price and better quality display. He added that a 4 inch shell in</p>	

	<p>the US cost about \$71 vs. \$14 in China. Due to the increased tariff they are trying to scale back without jeopardizing the quality of the show. Samantha added that we did not receive a grant application due to us canceling grant funding for this fiscal year but agreed to explore grants on an individual basis. Mike stated that they would appreciate any financial assistance we could offer, they are about \$4.5k short of funding this years show. The total expense for the show is around \$40k. Samantha informed the Commission that our budget could support a \$3.5k-\$4.5k sponsorship. She also requested that if we were to grant funding to the firework show that we be included as a sponsor on all marketing materials. Mike did agree that this would happen.</p> <p>Samantha also informed the Commission that we have been working with Pike County Tourism and Paintsville Tourism in regards to obtaining a Historical Registration and Marker for Loretta Lynn’s Homeplace, Butcher Hollow. Tony Tackett with Pike County has done a lot of work to make this happen. She added that this is a top attraction for our entire area. We would like for the ceremony to take place in April near her birthday. It will not be a public event but our respective Tourism Commissions will be represented as well as her family, government officials and local media outlets. The cost for the sign will be around \$1.6k for each of our Commissions. Pike County and Paintsville Tourism have already approved funding for the historical marker.</p>	<p>Cliff Latta made a motion to grant \$4.5k to the 2021 Independence Day Fireworks Show. Julian Slone seconded the motion and it passed unanimously.</p> <p>Julian Slone made a motion to approve the funding for the Loretta Lynn Homeplace historical marker at a cost of \$1.6k. Ronnie Warrix seconded the motion and it passed unanimously.</p>
Old Business	<p>Samantha informed the Commission that we have received the draft for 2017-2018 fiscal year audit. White & Associates is currently working on our 2018-2019 fiscal year audit. White & Associates has informed our office that they are</p>	

	<p>prepared to start on our 2019-2020 fiscal year audit. Samantha added that SPGE requires that this audit be completed by June 2021. She informed the Commission that we would need to approve a budget adjustment to allow for the fourth audit to be funded this fiscal year. We have already approved funding for the previous three. Cliff and Jim suggested that we consider adding the completed audits to the website upon completion of all current audits.</p>	<p>Rocky Rowe made a motion to approve the adjustment to the budget to allow for funding of the 2019-2020 fiscal year audit at the cost of \$7.5k. Julian Slone seconded the motion and it passed unanimously.</p>
Next Meeting	<p>March 9th, 2021 at 12PM at the Mountain Arts Center</p>	
Adjournment	<p>The meeting adjourned at 11:58am.</p>	<p>Motion was made by Cliff Latta to end the meeting which was seconded by Ronnie Warrix.</p>