

Prestonsburg Tourism Commission

Meeting Minutes of April 12th, 2021

Special Called Meeting

PRESENT: Jim Ousley, Ronnie Warrix, Cliff Latta, Julian Slone, Franky Valencia
MEMBERS ABSENT: Jen Kopecky, Rocky Rowe
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Coty Blankenship, Les Stapleton,
CALL TO ORDER: 12:07PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Steve Russo with the East Kentucky Science Center stated the Science Center is still open Thursday-Saturday with two shows per day until construction starts. They plan to announce the new Director in the next couple of weeks.</p> <p>Ronnie Warrix announced that an apple orchard is being started near the Big Sandy Airport on the Martin/Johnson County line. They are starting with 60 acres with 2,000 trees per acre and a processing center. They will start planting this month with the dwarf species producing in three years. They are considering production of hard cider.</p> <p>Les Stapleton stated that the APPY's was a great success. The winners have been very excited when picking up their awards. He also informed the Commission that the projector and screen the City purchased should be delivered to the MAC tomorrow. They are considering hosting a cruise-in and showing "American Graffiti". They may also host a motorcycle cruise-in showing "Easy Rider" or "Wild Hogs". The shows scheduled at the MAC are picking up. Exile had 473 people in attendance with restricted capacity still in place. He also stated that "Kinfolk Reunion"</p>	

	<p>featuring Sundy Best will be at Archer Park as scheduled unless a major storm hits. If a storm hits they do have a back-up plan. Les also said that Golf Cart Week starts on The Passage Trail this Saturday 10am-3pm. Golf cart rentals are available, \$25 for 2.5 hours. They will also have tours on the big golf cart for \$3 per person at 10am and 2:30pm.</p> <p>Cliff Latta announced that Cory Caudill will be performing at the Episcopal Church in Philadelphia which will be live streamed.</p>	
Minutes Review	Cliff Latta made a motion to approve the minutes from the March 9 th , 2021 meeting. Julian Slone seconded the motion and the minutes were approved unanimously.	
Monthly Financial Report	Samantha Johnson first presented the February Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for February 2021 was \$59,119.69 with our portion of the split being \$20,478.40. As for our monthly bills paid out of our People's Bank account, they totaled \$16,849.93. Samantha also informed the Commission that we have a second Check Request for People's Bank that covers the cost of the FAM Tour entertainment we are hosting tomorrow for Amazing Travel Treasures. The total being \$500.	Motion was made by Julian Slone to approve the monthly financials which was seconded by Ronnie Warrix and passed unanimously.
Director's Report	Samantha started by informing the Commission that we are starting to release lots of new marketing. Last week we filmed a campaign with Mountain Top Media called "Visit Me" which will be shown digitally and locally. We have also started a co-op with Kentucky Department of Tourism which is programmatic retargeting. We also have spring print campaigns with Indianapolis Monthly, Kentucky Living, Kentucky Monthly, Blue Ridge Outdoors, and Southern Travel & Lifestyle Magazine. We will be reimbursed 90% for these ads through Kentucky Tourism. We also have a new television campaign with WLEX called "Hobbies to Reality"	

	<p>which will start streaming and airing on television in April. These ads will be targeting the Lexington and Cincinnati areas. We are still targeting the demographic within a 3-4 hour driving radius for long weekend trips. Samantha also said we will be utilizing new data offered from One East KY to track patterns and trends. The April newsletter has been released with hotels and department heads utilizing it. If anyone has any feature requests, Samantha requested they contact Brooke.</p> <p>Samantha also announced that she has been added to the Heartland Travel Showcase Advisory Council, KTIA Nominating Committee and Floyd County Farmers Market Board.</p> <p>Samantha also announced that we have several upcoming events. Amazing Travel Treasures will be here April 13th-15th for a FAM Tour. On April 29th, Chance McCoy and Bek Smallwood will be at Gearheart Auditorium. Kinfolk Reunion will be at Archer Park, April 30th-May 2nd. The Elk Draw will be at the MAC, May 14th-15th. Also on May 14th are the Floyd County Chamber of Commerce Golf Scramble and Zoe Howard & Sean Whiting performing at the Mountain Arts Center.</p> <p>Samantha announced that the Bluegrass Mountain Biking Cup will be at Green River Lake, May 15th-16th. We are permitted to set up at this event since we will be hosting the event in late July and she thinks that we should attend.</p> <p>Samantha also announced that she will be out of the office, May 27th-31st.</p>	<p>Cliff Latta made a motion to approve travel to Green River Lake for May 15th-16th which was seconded by Julian Slone and approved unanimously.</p>
New Business	Samantha presented a basic budget for the 2021-2022 fiscal	

	<p>year. She stated that last year we cut the budget by 40% due to the uncertainty of COVID. We brought in more revenue than estimated in the budget. For the 2021-22 budget we are increasing the overall budget by 24% from 2020-2021. We are estimating a total restaurant/tax collection of \$700k. The amount split in the budget between the Mountain Arts Center, Parks & Recreation, StoneCrest Golf Course and Tourism will be \$685,500. Our working budgeted amount will be \$226,215.</p> <p>Samantha also informed the Commission about the Kentucky Wildlands which is a grant funded part of the PRIDE program. They are very well funded and working to brand our region as “The Wildlands” much like the central part of the state is known as “The Bluegrass”. They are offering a Hospitality Training Program on May 4th at the Mountain Arts Center. Front line employees will attend 8am-12pm and managers attending 1-4:30pm. Samantha encouraged local businesses to have their employees and managers attend.</p>	<p>Cliff Latta made a motion to approve the working budget for the 2021-2022 fiscal year which was seconded by Julian Slone and approved unanimously.</p>
Old Business	<p>Samantha informed the Commission that the signs ordered for display at the MAC, Archer Park and StoneCrest have been ordered and should be ready soon.</p>	
Next Meeting	<p>May 11th, 2021 at 12PM at the Mountain Arts Center</p>	
Adjournment	<p>The meeting adjourned at 12:50pm.</p>	<p>Motion was made by Cliff Latta to end the meeting which was seconded by Ronnie Warrix.</p>