

Prestonsburg Tourism Commission

Meeting Minutes of August 10th, 2021
Mountain Arts Center

MEMBERS PRESENT: Jim Ousley, Julian Slone, Heather Owens, Franky Valencia, Ronnie Warrix
MEMBERS ABSENT: Rocky Rowe, Cliff Latte
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Pauletta Burke, Susan Goble, Chrysta Ghent, Joe Campbell, Les Stapleton
CALL TO ORDER: 12:08PM by Jim Ousley

Public Comment

Joe updated that the MAC finished July strong the Steve Earle Concert (700 tickets) and final Kentucky Opry (500 tickets). Bloodsong also wrapped at the Amphitheatre. Coming up are Oakridge Boys, Woofstock, Rev. Peyton's Big Damn Band, and Larkin Poe

Chrysta, the new director of the Science Center, was welcomed. She updated the public that renovations on the center should be complete by late September, with a reopening scheduled for October.

Les shared that Bloodsong finished their run with around 1k in attendance. The space is looking to host a full season of around 7 productions by next fall. Easy Rider played at the MAC last weekend. Friday 13th is scheduled for Friday with 2 Batman shows on Saturday. Paddlefest is on schedule for August.

Samantha welcomed the commission's newest member, Heather Owens, representing the Floyd Co Chamber of Commerce.

Minutes Review	Julian Slone made a motion to approve the minutes from the July 13 th , 2021 meeting. Heather Owens seconded the motion and the minutes were approved unanimously.	
Monthly Financial Report	Samantha started off by informing the Commission that the first report they would see is the Community Trust Bank account which holds the funds from the Restaurant/Hotel Tax. The split for this month to be disbursed to the Parks Commission, the MAC, StoneCrest and Tourism totaled \$81,746.42. Tourism's portion totaled \$28,134.72. She went on to inform the Commission that the second report would be from People's Bank which is Prestonsburg Tourism's main account where the bills and monthly expenses are disbursed from and following them would be the Tour Group Pass Thru's for our upcoming tours which are also paid from the People's Bank account.	Motion was made by Julian Slone to approve monthly financials which was seconded by Franky Valencia and passed unanimously.
Director's Report	Samantha started off by sharing that the social media posts with the MAC's murals are performing great. Billboards are promoting Stay Safe in Pburg with hotels. Wayfinding signage has been installed downtown with help of Public Works. James Allen says lights will go up when additional workers are available. Samantha shared news of the upcoming Spirit of Hospitality Award Pburg Tourism hopes to implement quarterly. We will be welcoming in KDT on August 17th for a featured photoshoot for their assets. We currently have broadcasting/OTT in central KY & Cincinnati. The August Newsletter has been released digitally and to local attractions. New digital videos are in the works, along with brochure planning, and a Paint the Town event. 2 more group tours are scheduled this month. Samantha proposed travel approval for the fall KTIA Conference to be held Nov. 10-12 in Louisville, KY. She also asked that funding be approved to host a FAM tour in October with OTT and several new company operators	Ronnie made a motion to approve travel and funding for the FAM Tour. Julian seconded the

		motion and passed unanimously.
New Business	<p>Samantha updated the commission that the PPP loan was completely forgiven and shared her appreciation to the great work with Community Trust Bank. As the next phase of destination development, we would like to erect a mural downtown. Cliff introduced us to a muralist, Casey McKinney. He did a site visit last week. After strategic planning, the prime location for a first mural was determined to be at the intersection of Court & Arnold. McKinney submitted a proposal. The mural would be a minimum of 30'x12'. He also agreed to offer an apprenticeship program with local artist, Payton Martin. Estimated completion time is 2 weeks.</p>	<p>Motion was made by Julian Slone to approve the \$7500 labor fee + materials. A second was made by Heather Owens and passed unanimously.</p>
Executive Session	<p>KRS.610.810.1(c) Motion was made at 12:53pm to enter executive session by Heather Owens and seconded by Ronnie Warrix. The motion carried</p> <p>Motio was made at 1:14pm to exit executive session. Motion was made by Julian Slone and seconded by Ronnie Warrix. The motion carried.</p>	
Old Business	<p>The Jenny Wiley Festival Grant was re-presented by Samantha Johnson. She informed the commission that she met with the festival chair about greatest needs this year. She was advised that assistance was needed in marketing and entertainment. The festival requested \$7500 for this year's event. After speaking with James Allen, Samantha proposed \$5000 be delegated to marketing, which we would handle in house and \$2500 be designated as a Sound Production Sponsor.</p> <p>Les obtained 2 new shuttles that Tourism can use with visitors and events. It was proposed to wrap the shuttle for branding. A budget was proposed of \$3000.</p>	<p>Motion was made by Ronnie Warrix to approve grant funding which was seconded by Julian Slone and passed unanimously.</p> <p>Motion was made by Franky Valencia to approve which was</p>

		seconded by Ronnie and passed unanimously.
Next Meeting	September 14 th , 2021 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 1:22PM.	Motion was made by Julian Slone to end the meeting which was seconded by Ronnie Warrix.