

# Prestonsburg Tourism Commission

Meeting Minutes of August 11<sup>th</sup>, 2020

**MEMBERS PRESENT:** Rocky Rowe, Julian Slone, Rodney Gardner, Cliff Latta, Jim Ousley (via Face Time from Bluefield, WV)

**MEMBERS ABSENT:** Jen Kopecky

**STAFF PRESENT:** Samantha Johnson, Brooke LeMonds

**GUESTS PRESENT:** Ronnie Warrix, Steve Russo, Jordan Bishop, Isabella Jacobs

**CALL TO ORDER:** 12:04PM by Cliff Latta

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
<b>Public Comment</b>	<p>Steve Russo informed the Commission that the Science Center has submitted their reopening plan to the supervisors which is now being submitted to KCTCS. When they reopen it will be in the morning hours to the public. They will have a similar schedule in the afternoon as they had pre-COVID. All of the toys and interactive items have been removed from the exhibit hall. They will be capping attendance at around 25 people. They will also be installing plexiglass at the ticket counter. He added that the college will be opening on August 17<sup>th</sup> but doesn't expect the planetarium to open before September 1<sup>st</sup>.</p> <p>Jordan Bishop introduced Isabella Jacobs as his and Stacia's replacement due to him returning to school full time.</p> <p>Ronnie Warrix informed the Commission that Quality Inn is running at around 27% occupancy. He also added that they will be opening Elite Insurance at a new location in Prestonsburg.</p>	
<b>Minutes Review</b>	Cliff Latta made a motion to approve the minutes from the July 14th, 2020 meeting. Julian Slone seconded the motion	

	and the minutes were approved unanimously.	
<b>Monthly Financial Report</b>	<p>Samantha Johnson informed the Commission that we have officially closed out the 2019-2020 fiscal year. The total amount of taxes collected for June was \$71,975.69 with our portion of the split being \$24,828.55. She also stated that the Commission would see an additional check request from Community Trust for the tax split from May for Prestonsburg Parks and StoneCrest Golf Course. They never received their checks so we are reissuing them. Going forward the checks for StoneCrest and Prestonsburg Parks will either be picked up at the Mountain Arts Center or City Hall. Our bills this month totaled \$15,443.62 which included the new frame for the Russell May print. Cliff Latta paid for the frame and we are reimbursing him.</p> <p>We are right on target with our budget. This year KY Tourism is doing a 100% match on listings in the Travel Guide. We have opted out of purchasing an ad which will save us about \$8k. We will reexamine our budget in December.</p>	<p>Julian Slone made a motion to approve the monthly bills which was seconded by Cliff Latta and passed unanimously.</p>
<b>Director's Report</b>	<p>Samantha started off by informing the Commission that our focus this month for marketing will be the Prestonsburg Passage. We will be using some of our geofencing that we had banked from COVID. On August 18<sup>th</sup> we will have a photo shoot on the trail with Alan Bolling. We are also currently working on a new animated commercial for Prestonsburg.</p> <p>The Heartland Travel Show has decided to go virtual for 2021 from February 12<sup>th</sup>-14<sup>th</sup>. A YouTube vlogger chose Sugar Camp to be featured in his vlog. Josh Turner worked very closely with him. Also, Joe Campbell sent the Chris Knight figures. 287 tickets were sold with 28 being sold to</p>	

	<p>individuals beyond the 100 mile radius. Four states were represented in those ticket sales. The furthest ticket sold in Kentucky was from Walton at 173 miles away.</p>	
<p><b>Old Business</b></p>	<p>Samantha told the Commission that the restaurants are back to 50% occupancy after being dropped to 25% occupancy for the previous two weeks. The bars are also now allowed to reopen. The Jenny Wiley Festival also sent us a sponsorship request which was tabled last month. Samantha recommended that we sponsor Sound Production at a cost of \$2.5K which includes a banner at the performances, logo on all publications/ads for performances and our name mentioned at each daily performance. Jim Ousley wanted to know what would happen to the funds if the event gets cancelled. Rodney Gardner stated that the Kentucky Headhunters wanted to play at the festival and agreed if the event is cancelled they will not expect compensation. Samantha stated we could have a conversation to discuss the sponsorship being refunded if the festival is cancelled. Rodney added that he thinks it would be our choice if the sponsorship is refunded or rolled over to next year. Rocky Rowe stated that he thinks we should ask for a refund if the event is cancelled.</p>	<p>Julian Slone made a motion to sponsor the Jenny Wiley Festival Sound Production at a cost of \$2.5k and the funds refunded if the event is cancelled. Jim Ousley seconded the motion and it passed unanimously.</p>
<p><b>New Business</b></p>	<p>Samantha stated that the Prestonsburg Passage is a great trail. The Grand Opening festivities will start on September 5<sup>th</sup> at 10am with the "Tour de Floyd" with Don and Nikki Fields from Pro Fitness. She added that we are working on t-shirts, graphics and logos. We are partnering with Gina Rose from Shirt Gallery on the t-shirt designs. We are also looking for funding to build bridges to connect the trail to the MAC and Battlefield. We are also seeking sponsors for the mile markers along the trail. Steve Russo added that he and his wife Jan would like to sponsor one of the mile markers on the trail.</p>	

	<p>Samantha also informed the Commission that the Downtown Initiatives Grant that we applied for in collaboration with the Chamber of Commerce and the Downtown Merchants has been granted to us in the amount of \$30k. The grant will be used to add lighting to downtown, hand sanitizing stations, signage, website design, training and events.</p> <p>Samantha also asked the Commission what they would like us to do with our old cell phones, keep them or sell them.</p>	<p>Julian Slone made a motion for us to sell our old cell phones which was seconded by Jim Ousley and passed unanimously.</p>
<b>Next Meeting</b>	September 8 <sup>th</sup> , 2020 at 12PM at the Mountain Arts Center	
<b>Adjournment</b>	The meeting adjourned at 12:44pm.	Motion was made by Rocky Rowe to end the meeting which was seconded by Julian Slone.