

# Prestonsburg Tourism Commission

Meeting Minutes of September 14<sup>th</sup>, 2021  
Mountain Arts Center

<b>MEMBERS PRESENT:</b> Heather Owens, Rocky Rowe, Cliff Latta, Ronnie Warrix
<b>MEMBERS ABSENT:</b> Jim Ousley, Julian Slone, Franky Valencia
<b>STAFF PRESENT:</b> Samantha Johnson
<b>GUESTS PRESENT:</b> Steve Russo, Chrysta Ghent, Joe Campbell
<b>CALL TO ORDER:</b> 12:21PM by Cliff Latta



<b>Public Comment</b>	<p>Joe updated that the MAC has 3 shows coming up this week. Rev Peyton on Thursday, Kevin Dalton Friday at JW Amphitheatre, &amp; Garland Rogers on Saturday at the Amphitheatre. Larkin Poe is coming up on Sept. 26th. Oakridge Boys saw a cancellation 20 hours before the show due to Covid. Local hotels saw a big hit from this cancellation, but the MAC is hopeful to reschedule for April. The MAC is, also, preparing the Christmas schedule. Next year, the MAC will celebrate their 25th anniversary and have plans to commemorate throughout the entire year.</p> <p>Chrysta, director of the Science Center, informed the commission that the estimated reopen date following construction at the center remains mid-late October. She asks that anyone send over ideas for science center</p> <p>Steve updated the public on the Jenny Wiley Festival slated to take place on October 6-9th. He said planning is moving along and brought schedule brochures for us to see.</p> <p>Ronnie Warrix made a motion to approve the minutes from the August 10<sup>th</sup>, 2021 meeting. Cliff Latta seconded the motion, and the minutes were approved unanimously.</p>
<b>Minutes Review</b>	

<p><b>Monthly Financial Report</b></p>	<p>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 \$88,905.12. Tourism's portion totaled \$30,557.04. 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. Expenses for the month of September were \$17,352.38</p>	<p>Motion was made by Cliff Latta to approve monthly financials which was seconded by Rocky Rowe and passed unanimously.</p>
<p><b>Director's Report</b></p>	<p>Samantha started off by sharing that the social media posts and engagement are performing well. Billboards are promoting Stay Safe in Pburg with hotels. We are currently finalizing our fall and winter promotional plans. Our animated commercial "Destinations Change" will target central Kentucky and Cincinnati through broadcasting and OTT through mid-November. A new holiday winter package commercial will need to be made. A remote interview with WSAZ was conducted at Stonecreset with Ryan and Samantha to promote Stay &amp; Play Packages. The September Newsletter has been released digitally and to local attractions. Samantha met with James to finalize marketing plans for the Jenny Wiley Festival. Those are now running or in place to begin soon.</p> <p>The final Paddlefest of the year will take place this month, along with a new downtown clean-up initiative. New theatre performances will take place at the Jenny Wiley Amphitheatre with Artists Collaborative Theatre's Miss Firecracker Contest.</p>	

<p><b>New Business</b></p>	<p>The 2020 Economic Impact Report was tabled until the next meeting.</p> <p>Samantha is currently applying for grants that target public space revitalization in hopes of renovating the downtown square to continue expanding destination development.</p> <p>Plans are currently being made for the FAM tour with several bus companies that work in partnership with OTT. The FAM tour is slated for October 22-24, 2021.</p>	
<p><b>Old Business</b></p>	<p>The downtown mural is now complete, coming in under budget and the anticipated time frame. The total cost, including travel, materials, and labor, was \$9,188.02. Cliff asked when the next mural would begin. All agreed it is an initiative that must continue.</p>	
<p><b>Next Meeting</b> <b>Adjournment</b></p>	<p>October 12<sup>th</sup>, 2021 at 12:00PM at the Mountain Arts Center</p> <p>The meeting adjourned at 12:59PM.</p>	<p>Motion was made by Rocky Rowe to end the meeting which was seconded by Ronnie Warrix.</p>

