

Prestonsburg Tourism Commission

Meeting Minutes of October 12th, 2021

PRESENT: Jim Ousley, Ronnie Warrix, Cliff Latta, Rocky Rowe, Franky Valencia
MEMBERS ABSENT: Julian Slone, Heather Owens
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Jill Hamlin, Joe Campbell, Chrysta Ghent, Caroline Layne, Susan Holderby, Les Stapleton
CALL TO ORDER: 12:05PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Chrysta Ghent announced that the Science Center will reopen in November with the final walk through scheduled for October 26th. They will also be offering the Laser Show in the Planetarium for Halloween along with other activities.</p> <p>Joe Campbell with the MAC announced that the numbers for Larkin Poe tickets were low, but 36 tickets were sold to seven different states. 51 tickets were sold to Floyd County residents. Stanford and Henry, Kentucky were the furthest out in Kentucky. Bobby & Teddy Cyrus will be performing this weekend and the Kentucky Opry Junior Pros will be performing their Halloween show next weekend. Collective will be performing on November 20th. The sold-out Crowder concert will be in two weeks. Jim suggested that Tourism invest in purchasing easels for the hotels to place larger signs in the lobbies for upcoming shows.</p> <p>Steve Russo announced that overall, the Jenny Wiley Festival was successful this year. The music was different with overall reviews equally good and bad. Les Stapleton added that the vendors were happy and did very well. "The Cleverly's" had a good following on Friday night. 2.5-3.5k people showed up</p>	

	<p>downtown Saturday night for “Quiet Riot”. Overall, everything went very well.</p> <p>Jill Hamlin informed the Commission that the APPY’s 2022 went live on September 20th accepting applicants. Currently, they have over 800 applicants which is much higher than last year. She will be representing Prestonsburg, CMH23, Big Sandy Community & Technical College, the APPY’s and Prestonsburg Tourism this week at SOAR.</p>	
Minutes Review	<p>Rocky Rowe made a motion to approve the minutes from the September 14th, 2021, meeting. Ronnie Warrix seconded the motion, and the minutes were approved unanimously.</p>	
Monthly Financial Report	<p>Samantha Johnson first presented the August Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for August 2021 was \$74,510.42 with our portion of the split being \$25,686.24. This was a decrease over last month as we are still waiting for some businesses to send in their payments. As for our monthly bills paid out of our People’s Bank account, they totaled \$17,753.41.</p>	<p>Motion was made by Rocky Rowe to approve the monthly financials which was seconded by Cliff Latta and passed unanimously.</p>
Director’s Report	<p>Samantha informed the Commission that our target marketing for fall is shifting to and older demographic, the casual outdoor person, easy trails, bird watching, etc. Tomorrow we will be shooting on location with WSAZ at StoneCrest for our Stay & Play’s. Our animated commercial has started airing on WLEX through the rest of the fall season. Then we will start a big, hard push for Christmas with a new commercial which will begin on Thanksgiving.</p> <p>She also informed the Commission that we received our matching funds through Kentucky Tourism for the 2020-2021 fiscal year which was a little over \$7k. Next year we will be eligible to receive at least the same amount, but the actual amount has not been announced. She also stated</p>	

	<p>that we have applied for a T-Mobile Hometown Grant for \$50k. She then added that a small but mighty group showed up for the Downtown Cleanup.</p> <p>Samantha announced that Ms. Firecracker produced by ACT will be on stage at the Jenny Wiley Amphitheatre this weekend and next weekend. On October 30th there will be the Eastern Kentucky Marathon on the Prestonsburg Passage Trail. "P-Burger Week" will return November 1st-6th.</p> <p>Samantha has also been added to Kentucky Tourism's Strategic Planning Advisory Council as a representative of the Appalachian Region.</p>	
<p>New Business</p>	<p>Samantha announced that the city has purchased two new shuttles. One has eight seats and the other has ten. The city has said that we can use them but for our tour groups we need to have a minimum of ten seats, our current shuttle has eleven seats. A church in Martin has a passenger van they are selling for \$2k and Samantha informed the Commission that she thinks it would be a great investment for Tourism.</p> <p>Samantha informed the Commission that one of our local front line hospitality employees has been nominated to receive the "Star of the Industry" Award this year at KTIA. She suggested that we cover the expenses for this person to travel to Louisville to receive the award at the Annual Conference November 10th-12th.</p> <p>Samantha presented the 2020 Tourism Economic Impact Report. Floyd County employees 231 direct tourism employees and 332 total. The Labor Income was \$8.5 million. Total tourism spending was \$44.1 million. Overnight stays were up 9% from 2019. Our #1 demographic was visiting family and friends, #2 Outdoors, #3 Touring. Travelers taking</p>	<p>Rocky Rowe made a motion to allocate \$2k towards purchasing the Church passenger van. Ronnie Warrix seconded the motion and it passed 4-1.</p> <p>Cliff Latta made a motion to approve the travel expenses for the "Star of the Industry" nominee at KTIA's Annual Conference which was seconded by Rocky Rowe and passed unanimously.</p>

	<p>day trips to our area mostly reside in Kentucky, Ohio and West Virginia. Our multi day travelers mostly reside in Kentucky, Ohio and Indiana. Our target marketing is in line with the impact reports data.</p>	
Old Business	<p>The FAM Tour has been postponed until the Spring. The Jenny Wiley Festival Grant marketing went towards 30 second commercials and paid interviews on WSAZ, WYMT digital and television ads, radio ads on Q95, radio ads with Mountain Top Media on WDHR, Z Rock 107.5 and Rock 103.1, radio ads on WMDJ, on location sponsorship with WISP. Boosted social media ads with Facebook which reached 24,562 people and boosted email blasts.</p> <p>Healthy Downtown Initiatives Grant has moved forward with the first phase of lights being installed on Court Street. We have had to order more lights. Samantha thanked Les for pushing the light installation into action.</p>	
Next Meeting	November 9 th , 2021 at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 1:03pm.	Motion was made by Rocky Rowe to end the meeting which was seconded by Ronnie Warrix.