

Prestonsburg Tourism Commission

Meeting Minutes of May 11th, 2021

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| PRESENT: Ronnie Warrix, Cliff Latta, Rocky Rowe, Jen Kopecky (via Google Meet in East Point, KY) |
| MEMBERS ABSENT: Franky Valencia, Jim Ousley, Julian Slone |
| STAFF PRESENT: Samantha Johnson, Brooke LeMonds |
| GUESTS PRESENT: Steve Russo, Pauletta Burke, Joe Campbell, Les Stapleton |
| CALL TO ORDER: 12:04PM by Cliff Latta |

| AGENDA ITEM | DISCUSSION/CONCLUSIONS | ACTIONS TO BE TAKEN |
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| Public Comment | <p>Joe Campbell with the Mountain Arts Center announced that the Kinfolk Reunion went really well with lots of people in attendance. The Elk Draw will be this weekend with a kickoff concert on Friday night featuring Zoe Howard and Sean Whiting. TLC Outfitters will also be live from the stage. On Saturday the names will be announced starting at 1 with vendors also in attendance. The Kentucky Opry has now been practicing for about one month. The first show will be on June 19th with new faces and a new sound. The Oakridge Boys will be in concert on August 27th. There will also be a new concert announcement this week scheduled for July 19th. The featured artist is a winner of the "Voice". Reverend Peyton's Big Damn Band will be at the MAC on September 16th. Next Tuesday the first public showing will be at the CineMAC at 7pm featuring "Avenger's Infinity War".</p> <p>Paulette Burke with the East Kentucky Science Center announced that last week they had two school groups in attendance from Adams Middle School. On Saturday the Science Center will have special events for National Astronomy Day from 1-4. They will host another school group on May 20th.</p> | |

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| | <p>Les Stapleton announced that a group from South Dakota came in specifically for The Passage. The locations for the trail shelters have been decided and if any funds are left over they will be upgrading the West Prestonsburg parking lot. Big Sandy College and the Kent Rose Foundation has worked on developing a "Bird Specimen Guide" for the trail and are also working on "Flower Guide" which will be digitized with QR codes. He also stated that the Kinfolk Reunion had between 850-999 people each of the three nights. It was a great event. He also said they showed the first movie for City employees at the CineMAC on May 5th which was "Moana". He added that the sound is second to none.</p> | |
| Minutes Review | <p>Cliff Latta made a motion to approve the minutes from the April 12th, 2021 meeting. Ronnie Warrix seconded the motion and the minutes were approved unanimously.</p> | |
| Monthly Financial Report | <p>Samantha Johnson first presented the March Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for March 2021 was \$90,666.56 with our portion of the split being \$31,153.07. This was our largest collection of this fiscal year with most businesses sales being up including restaurants and hotels. As for our monthly bills paid out of our People's Bank account, they totaled \$23,726.41. These bills included marketing, sponsorships, Kentucky Tourism co-ops and a retainer fee for new photography which will be a 10 hour day at a cost of \$2k.</p> | <p>Motion was made by Cliff Latta to approve the monthly financials which was seconded by Rocky Rowe and passed unanimously.</p> |
| Director's Report | <p>Samantha started by informing the Commission that our FAM Tour that we hosted for Amazing Travel Treasures went phenomenal and he was astounded with what we organized for him. We provided a full Moonshine Tour with help from Jenny Wiley, a mini Kentucky Opry with the MAC and the Science Center had a great presentation with Susan singing "Total Eclipse of the Heart". She also announced that ACT</p> | |

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| | <p>was selected along with the Hatfield McCoy Arts Council for a national competition. They sent “Bloodsong” as their entry back in March and they have made it to the Top 12. The competition sent a crew to film them performing live at Jenny Wiley Amphitheatre and they were extremely impressed with the entire experience.</p> <p>Samantha also stated that in regards to marketing our billboards are the same this month. We have started a new digital campaign titled “Visit Me” which was filmed by Mountaintop Media. Our television and digital campaign “Destinations Change” animated commercial is airing with WLEX in central Kentucky and WCPO in Cincinnati. In regards to print we have ads in Southern Travel & Lifestyle magazine and a full page ad with 3 page write-up in Bluegrass Travel. We are beginning on gathering our documentation for Kentucky Tourism matching funds for Spring 2021 which will be submitted near the end of June.</p> <p>We recently hosted the Kinfolk Reunion which had attendants from 18 states and an Archery Tournament at Archer Park which had over 800 students registered to participate from Kentucky, Virginia and West Virginia which was held this past weekend. Our local restaurants have been great partners with these events. As for upcoming events we have the Elk Draw May 14th-15th, Floyd County Chamber of Commerce Golf Scramble on May 14th, Sean Whiting and Zoe Howard at the MAC on May 14th, the first Paddlefest of the season on May 22nd, and on June 5th Floyd County Farmer’s Market opens.</p> <p>Samantha also addressed upcoming travel which will be KACVB June 10th-11th in Harlan. She also was awarded a scholarship from KACVB to STS Marketing College in Macon, GA June 12th-19th. The scholarship is valued at \$1,450.</p> | <p>Cliff Latta made a motion to approve Samantha’s travel to KACVB in Harlan and STS Marketing</p> |
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| | | College in Georgia which was seconded by Rocky Rowe and passed unanimously. |
| Executive Session | <p>Rocky Rowe made a motion at 12:54 to go into Executive Session under KRS 61.810.1(e) which was seconded by Ronnie Warrix and passed unanimously.</p> <p>Cliff Latta made a motion to end Executive Session at 1:17 which was seconded by Rocky Rowe and passed unanimously.</p> | |
| New Business | <p>In regards to our working budget for fiscal year 2020-2021 some amendments were suggested.</p> <p>Samantha stated that we have a surplus in funds for the 2020-21 fiscal year.</p> <p>Samantha stated that in regards to our 2021-22 fiscal year budget we are anticipating a 24% increase in projected revenue bringing our total income to \$700k with our</p> | <p>Rocky Rowe made a motion for 2020-21 to increase the advertising budget to \$48k, sponsorships to \$17k and supplies to \$7.2k for a total increase of \$22.2k which was seconded by Cliff Latta and passed unanimously.</p> <p>Rocky Rowe made a motion to pay off Tourism's Chevy Traverse before the end of the fiscal year which was seconded by Ronnie Warrix and passed unanimously.</p> <p>Ronnie Warrix made a motion to adjust line items, salaries to \$126k from \$121k and combine</p> |

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| | working budget being \$233,214. | <p>sponsorships & events totaling \$15k which was seconded by Cliff Latta and passed unanimously.</p> <p>Rocky Rowe made a motion to approve the 2021-22 fiscal year budget and breakdown which was seconded by Ronnie Warrix and passed unanimously.</p> |
| Old Business | Samantha informed the Commission that we need to order two additional signs. One for the MAC and one for Archer Park. The back of the MAC sign is unfinished and there are two signs at Archer Park which we only ordered one. | Rocky Rowe made a motion to approve the expenditure for the two additional signs which was seconded by Ronnie Warrix and passed unanimously. |
| Next Meeting | June 8 th , 2021 at 12PM at the Mountain Arts Center | |
| Adjournment | The meeting adjourned at 1:29pm. | Motion was made by Rocky Rowe to end the meeting which was seconded by Ronnie Warrix. |