

Prestonsburg Tourism Commission

Meeting Minutes of June 8th, 2021

PRESENT: Jim Ousley, Ronnie Warrix, Cliff Latta, Rocky Rowe, Franky Valencia,
MEMBERS ABSENT: Julian Slone, Jen Kopecky
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Pauletta Burke, Joe Campbell, Jill Hamlin
CALL TO ORDER: 12:08PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Pauletta with the East Kentucky Science Center announced that the Science Center will be closed until September. Bids were sent out last week and it will take at least three months to complete the work needed.</p> <p>Joe Campbell gave an update on tickets sold for Appalachian Strings & Things. To date there have been 34 tickets sold from Frankfort, 6 from Hopkinsville, Massachusetts, 4 from Whitehouse, Tennessee, 8 from Boyd County and 6 from Ohio. Only 12 sold to Floyd & Johnson Counties. Local marketing will start this Thursday. Kentucky Opry opens next Saturday which will be Munroe's retirement. There are three new members along with an entirely new show and Samantha will emcee the show. There will be six shows total this summer. Joe also announced that they have booked Larkin Poe which is part of a Monster Energy series.</p> <p>Ronnie Warrix invited everyone to the ribbon cutting for "AppleAtcha" on June 22nd at 2pm. He added that Governor Andy Beshear will be present for the ribbon cutting. There will be 20,000 trees per acre with 60 acres planted. The trees will be producing in two years with the end goal being 2,000</p>	

	acres of trees. He also stated that there are discussions regarding putting an Art Gallery in Inez.	
Audit Review	Artie White with White & Associates presented the findings from the 2018-2019 fiscal year audit. He stated that the findings were the same as the 2017-18 fiscal year. The summary is located on page 21 of the audit. The Budget vs. Actual is located on page 9. There was more transient tax collected than budgeted and did not include the funds received from the State. He added that 94% of our budget was spent in the following categories: 14% Advertising, 68% Partnerships, 3% Grants & Festivals, 12% Office Expenses. We had a 5-6% contingency at the year's end which is good.	
Minutes Review	Rocky Rowe made a motion to approve the minutes from the May 11 th , 2021 meeting. Ronnie Warrix seconded the motion and the minutes were approved unanimously.	
Monthly Financial Report	Samantha Johnson first presented the April Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for April 2021 was \$93,313.56 with our portion of the split being \$32,048.75. This was an increase in collections over last month. As for our monthly bills paid out of our People's Bank account, they totaled \$34,351.54. These bills included paying off the Chevy Traverse loan with Citizen's Bank and paying for the 2018-2019 fiscal year audit. The only contracts carrying over to the new fiscal year will be television advertising with WLEX and geo-targeting with Kindred Communications.	Motion was made by Cliff Latta to approve the monthly financials which was seconded by Rocky Rowe and passed unanimously.
Director's Report	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>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>

	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.