

# Prestonsburg Tourism Commission

Meeting Minutes of July 13<sup>th</sup>, 2021

**PRESENT:** Jim Ousley, Ronnie Warrix, Cliff Latta, Rocky Rowe, Franky Valencia

**MEMBERS ABSENT:** Julian Slone

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

**GUESTS PRESENT:** Pauletta Burke, Ritchie Schoolcraft, Susan Scott-Goble, Les Stapleton, Isabella Jacobs Ramsey, Joe Campbell, Steve Russo

**CALL TO ORDER:** 12:05PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
<b>Public Comment</b>	<p>Les started off by addressing the firework show which he said were "tremendous". There were over 6,500 people in town at 5:30. He also said that Samantha and Brooke did a great job with Star City Day; it was a very relaxed event. The final three fireworks were amazing, "Boom, Boom, Fade, Boom!"</p> <p>Pauletta with the East Kentucky Science Center stated that the renovations should be finished in September with reopening slated for October.</p> <p>Joe with the Mountain Arts Center stated that many tickets for the Kentucky Opry this year have been sold out of the area in West Virginia, Tennessee, Ohio, Florida, Oklahoma, Michigan, Iowa, North Carolina and Indiana. Over 800 tickets were sold to the opening show and over 300 at the last show. He also stated that Appalachian Strings and Things Music Festival went really good. There was great music and a great vibe. Tickets were sold to people from Florida, Ohio and Massachusetts with most tickets being sold to people from out of town over locals. Appalachian Strings and Things will be held September 9<sup>th</sup>-10<sup>th</sup> next year. Steve Earle will be</p>	

	<p>on stage this Thursday and there are two more Kentucky Opry shows. The Hillbilly Christmas in July motorcycle ride is this Sunday with the Junior Pros performing at the conclusion.</p> <p>Les also stated that "Bloodsong" received an award for the "Top 12 Best Combat Scene" which was choreographed by Samantha Johnson. Thursday is opening night. It is a great factual story, only production signed off by both families and the official State play for the Feud. It starts at 8pm. He also stated that City Council has a seat that needs to be filled. Resumes can be submitted at City Hall.</p>	
<b>Minutes Review</b>	<p>Rocky Rowe made a motion to approve the minutes from the June 8<sup>th</sup>, 2021 meeting and the Special Called July 2<sup>nd</sup>, 2021 meeting. Ronnie Warrix seconded the motion and the minutes were approved unanimously.</p>	
<b>Monthly Financial Report</b>	<p>Samantha Johnson first presented the May Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for May 2021 was \$97,461.43 with our portion of the split being \$33,452.29. This was an increase in collections over last month. As for our monthly bills paid out of our People's Bank account, they totaled \$43,251.02. These bills included three pay periods for June, the full printer expense for 2021-22, our TEAM KY membership (which is the sports side of tourism where we place bids to host sporting events and we also get to set up at three shows) and we also paid off our existing contract with WLEX. There are also two tour group pass through check requests with this month's bills.</p>	<p>Motion was made by Cliff Latta to approve the monthly financials which was seconded by Rocky Rowe and passed unanimously.</p> <p>Rocky Rowe made a motion to approve all future tour group pass through's which was seconded by Ronnie Warrix and passed unanimously.</p>
<b>Director's Report</b>	<p>Samantha stated that she would like to work more in depth on Destination Development. Specifically the downtown murals. She has spoken with a great muralist by the name of Casey McKinney and is working on a potential site visit for</p>	<p>Cliff Latta made a motion to allocate \$20k to Destination Development</p>

	<p>next week. We need to make the body of the town match the soul. Samantha suggested that the Commission allocate \$20k to Destination Development.</p> <p>Samantha also stated that the Hilton in Pikeville is closing September 1<sup>st</sup>. It has been sold to UPike for additional on campus housing. The VFW has signed a two year contract with Pikeville and they have an event scheduled for October. She has offered our hotels to them for additional lodging if needed and we will offer shuttle services to any participants that stay in Prestonsburg.</p> <p>Samantha informed the Commission that CMH23 is taking over our closet in the MAC for the opening of the radio station. We are moving to another smaller closet. We may need to pursue a storage unit or shed for our materials.</p> <p>Also, there is an open seat on our Commission from the Chamber of Commerce with Jen Kopecky closing City Perk Coffeehouse. The Chamber has submitted three names to potentially take the seat on the Commission.</p>	<p>which was seconded by Ronnie Warrix and passed unanimously.</p>
<p><b>New Business</b></p>	<p>Ritchie Schoolcraft with the Brother's Keepers "Burn Run" scheduled for July 30<sup>th</sup>-31<sup>st</sup> presented a grant application to the Commission. This is their 5<sup>th</sup> year hosting the event. He stated that people are attending from Michigan, Texas, Louisiana and Oklahoma. Former member Brian Moore passed away earlier this year and many people are coming to pay tribute. They have over 50 paid vendors setting up for the event. They will have Front Porch Pickin' on Friday night and Sundry Best will be performing Saturday night. Ritchie stated that there are looking for assistance with marketing costs. Samantha stated that last time they received a grant for \$1,200. It was also noted that Ritchie Schoolcraft does not get the credit he deserves for all he does behind the scenes</p>	<p>Rocky Rowe made a motion to award \$2k to Brother's Keepers "Burn Run" for marketing expenses and the remaining funds to be paid directly to Brother's Keepers. Cliff Latta seconded this motion and it passed unanimously.</p>

	<p>to make great events happen.</p> <p>Isabella Jacobs Ramsey presented a grant application for the 2021 Jenny Wiley Festival. She stated that it is now the only consecutive festival in the State with it being the only Festival held last year. They already have a fundraiser scheduled with “Black Foot” and “White Ride” in concert at Archer Park on September 17<sup>th</sup>. They have yet to decide on who will be the headliner for Saturday night of the festival. Jim Ousley made a suggestion to have a second stage at the festival to showcase local talent which the majority of the Commission supported.</p>	<p>The Commission decided to table the decision on the Jenny Wiley Festival grant to allow for more discussion time.</p>
<b>Next Meeting</b>	August 10 <sup>th</sup> , 2021 at 12PM at the Mountain Arts Center	
<b>Adjournment</b>	The meeting adjourned at 1:22pm.	Motion was made by Rocky Rowe to end the meeting which was seconded by Cliff Latta.