

Prestonsburg Tourism Commission

Meeting Minutes of November 9th, 2021

PRESENT: Ronnie Warrix, Cliff Latta, Rocky Rowe (via Facetime-Prestonsburg, KY), Jim Ousley (via Facetime-Princeton, WV),
MEMBERS ABSENT: Julian Slone, Heather Owens, Franky Valencia
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Steve Russo, Jill Hamlin, Joe Campbell, Chrysta Ghent, Caroline Layne, Charly Wise, Les Stapleton
CALL TO ORDER: 12:11PM by Cliff Latta

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Chrysta Ghent announced that the Science Center will officially reopen on November 16th. They will be hosting a soft opening this Friday for local supporters, officials, and college staff. The Halloween event they hosted had over five hundred people in attendance. They already have schools scheduled to visit the Science Center next week after reopening.</p> <p>Joe Campbell with the MAC announced on October 26th they had a sold-out Crowder concert with 1,033 tickets sold. Tickets were sold to people from California, Nevada, Nebraska, Michigan, New York and all the states surrounding Kentucky. The Kentucky Opry Junior Pros. Halloween Show had over eight hundred people in attendance. All Floyd County Students, Kindergarten-Fifth Grade will be attending matinees of The Nutcracker by Dance Etc. for a total of 2,100 students. The matinees are almost completely sold out. The Christmas Kentucky Opry shows are selling very well. The Christmas decorating is starting today at the MAC. Tonight, Beauty and the Beast will be showing at The CineMAC and Frozen will be showing</p>	

	<p>tomorrow night will Belle and Elsa in attendance. Les Stapleton announced the Christmas Parade will be held on December 4th with a start time of 7pm. The Christmas lights at Archer Park will start on Thanksgiving Night at 6pm. There will also be carriage rides on Friday nights with proceeds going to Allen Freewill Baptist Church Youth Group. Les also announced that they are looking for grants to improve utilities in the town including improvements to the waste treatment plant. It will improve capacity for larger businesses to open and operate in Prestonsburg. There will also be a pop-up Golf Cart Day this Saturday after the PEO event at The Passage Trail. It will run from 12-5.</p>	
Minutes Review	<p>Cliff Latta made a motion to approve the minutes from the October 12th, 2021, meeting. Ronnie Warrix seconded the motion, and the minutes were approved unanimously.</p>	
Monthly Financial Report	<p>Samantha Johnson first presented the September Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for September 2021 was \$88,482.60 with our portion of the split being \$30,414.07. As for our monthly bills paid out of our People's Bank account, they totaled \$25,710.01 which included the final payments for Jenny Wiley Festival marketing which was part of the Grant awarded to the Festival from Tourism.</p>	<p>Ronnie Warrix made motion to approve the monthly financials which was seconded by Cliff Latta and passed unanimously.</p>
Director's Report	<p>Samantha announced that we have transitioned our marketing to the Holiday Season after a strong final push for the Fall season. We filmed a new Holiday commercial yesterday with Brennen and Beth Meek from Gingersnaps Photography. All the attractions did a wonderful job working with us to make this a reality. Ritchie and Parks got all the lights up, Kentucky Opry performed at the MAC, and Faith, Trust and a Little Dust Bakery opened for us. This commercial will be shown in Lexington markets, Cincinnati, Huntington/Charleston, and on local stations. "P-burger</p>	

Week” is being tentatively moved to February due to product and labor shortages. We want to showcase our local restaurants in a fantastic light.

We also have two new Air BNB’s that have opened in Prestonsburg. They are both located on StoneCrest with one being a townhouse and the other being Greg Stumbo’s old home. We are working with these new businesses.

The “Burn Run” presented a check for over \$20k to Shriner’s Hospital for children to attend their “Burn Camp”.

We will be heading to KTIA in Louisville tomorrow for the Annual Conference. We submitted two entries, our animated commercial “Destinations Change” and “With Love, From Prestonsburg” video.

Jill Hamlin with Big Sandy Community and Technical College made a grant request presentation for the APPY’s 2022. She started by announcing that last year the event was virtual but this year it will be in person on April 9th. It will be a red-carpet event. The applicants are residents of Appalachia from New York to Alabama. The Award Show will start at 7pm with over fifty rewards presented. The winners in the Education categories will receive scholarships to Big Sandy Community and Technical College for study in any program that they can then award to the student of their choice. The hosts for the APPY’s this year will be Tre Twitty and Tayla Lynn who are the grandchildren of Conway Twitty and Loretta Lynn. Other presenters will be Jonell Mosser, Cyrus Webb, Duo Quintessence and Dr. Jacob Appel, to name a few. Last year the event was seen in over twenty million homes through The Country Network. The young lady that sang the National Anthem last year is currently on The Voice “Team Arianna Grande” and doing very well. To date, they have already received over 3k submissions for the 2022 APPY’s. They will continue accepting submissions until

	<p>December 31st. TCN will be filming the Awards and then showing an edited version on their station. The CEO of TCN was blown away with the APPY's 2021 and is excited to air this event on their channel. Live coverage will happen on the Red Carpet. They are requesting a \$6k grant from Tourism towards marketing and other expenses for the event.</p>	<p>Rocky Rowe made a motion to grant \$6k to the APPY's 2022 which was seconded by Ronnie Warrix and passed unanimously.</p>
New Business	<p>Samantha informed the Commission that we are researching new trade shows to attend next year such as Outdoor and Golf Trade Shows. We would like to attend the Pennsylvania Bus Association Trade Show March 21st-22nd in Williamsport, PA. This show is set up more like a trade show than appointment based such as ABA and Heartland. Samantha suggested that herself and Brooke both be in attendance due to this format.</p> <p>Heather Owen, our Chamber representative, is under medical supervision and she will be unable to attend the Commission meetings in person for the next several months. She is hopeful that next month she will be able to attend via video. Charly Wise will be attending the monthly meetings as a representative for the Floyd County Chamber of Commerce.</p> <p>Pig in a Poke had a substantial fire yesterday morning in their kitchen area. They are planning to reopen once the necessary repairs have been made.</p> <p>We are in the EKCEP Internship Application Process. If chosen, we will have an intern work with us 10-15 hours per week with the wages being paid by EKCEP.</p>	<p>Rocky Rowe made a motion to approve travel and expenses for Samantha and Brooke to both attend the Pennsylvania Bus Association Trade Show March 21-22 which was seconded by Ronnie Warrix and passed unanimously.</p>
Old Business	<p>We have officially purchased the passenger van from the Church in Martin. It is currently at Slone's Garage getting necessary repairs. We have also ordered and received the easels for the hotels discussed at last months meeting. We are currently working on the signage design. The Downtown</p>	

	Lights are still progressing. We are also looking at ways to revamp the Downtown Square.	
Next Meeting	December 14 th , 2021, at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 1:05pm.	Cliff Latta made motion to end the meeting which was seconded by Ronnie Warrix.