

Prestonsburg Tourism Commission

Meeting Minutes of December 14th, 2021

PRESENT: Ronnie Warrix, Cliff Latta, Rocky Rowe, Jim Ousley, Franky Valencia
MEMBERS ABSENT: Heather Owens
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Jill Hamlin, Chrysta Ghent, Les Stapleton, Amanda Arnett, David Arnett, Jim Burke
CALL TO ORDER: 12:26PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Chrysta Ghent announced that this is the last week the Science Center will be open until January 4th. They have had several school groups and public visit since the reopening of the Science Center. They are currently open Tuesday-Saturday, 1-4pm.</p> <p>Les Stapleton announced that over 23k cars have driven through the Archer Park Lights this year. There were 3.1k cars on Thanksgiving night. There will be a Sensory Sensitive Christmas event tonight at Archer Park. They will offer golf cart rides as well to increase visibility for the individuals in attendance.</p> <p>Samantha Johnson presented the “Star of the Industry” Award from KTIA to Amanda Arnett, who is a server at Jenny Wiley State Resort Park that also assists with the motorcoach tours. Samantha read the entry that was submitted to KTIA nominating Amanda. She was one of five individuals selected in 2021 to receive this prestigious award. Samantha also presented the Awards received by Prestonsburg Tourism at KTIA this year. Tourism received the Bronze Award for the animated commercial “Destinations Change,” Gold for “With Love from</p>	

	Prestonsburg” and they also received the “Most Innovative” Overall Award for “With Love from Prestonsburg.”	
Minutes Review	Cliff Latta made a motion to approve the minutes from the November 9 th , 2021, meeting. Rocky Rowe seconded the motion, and the minutes passed unanimously.	
Monthly Financial Report	Samantha Johnson first presented the October Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for October 2021 was \$91,313.62 with our portion of the split being \$31,372.02. As for our monthly bills paid out of our People’s Bank account, they totaled \$45,654.27 which included the \$6k grant to the APPY’s, new billboard with Fairway, October-January commercials & digital with WLEX, an ad in 2022 KY Visitor’s Guide (which is part of the matching funds through Kentucky Tourism with a 90% match), and the purchase of “Burg Bucks” from the Floyd County Chamber which were donated to Prestonsburg Elementary and an “Ugly Sweater” Contest during the Kentucky Opry shows.	Cliff Latta made motion to approve the monthly financials which Rocky Rowe seconded and passed unanimously.
Director’s Report	Samantha started by informing the Commission that social media and the website are going strong. We partnered with Gingersnaps Photography, Beth, and Brennen Meek, to film the footage for the Christmas commercial, which is being shown on WYMT, WLEX and OTT. We have increased our radio ads over the past month featuring Elf the Musical, Archer Park Lights, and Shop Small/Shop Local. We will be receiving around \$20k from RAFT through Kentucky Tourism. We need to send out bids/proposals for our new brochures due to Print & Pixel selling their business.	
New Business	Samantha informed the Commission that we have shared a link to Amazon for items needed by tornado victims impacted in Murray, KY. There is a major blood shortage currently and the Red Cross is looking to organize pop-up blood drives over the next few weeks. Les added that they	Cliff Latta made a motion

	<p>are taking up donations of gift cards to purchase Christmas gifts and supplies for the Western KY tornado victims.</p> <p>Samantha also announced that we received a \$50k grant from T-Mobile last Friday at the Kentucky Opry. This money will be utilized to redo the mural, add table options, and ADA compliant benches in the Downtown Square on the corner of N. Lake Drive and Court Street. We are also partnering with Big Sandy Community and Technical College to develop creative spaces. The fountain will be removed, and a sculpture will be going in its place. The Square was dedicated and renamed "Rosenberg Square" at the grant presentation on Friday night.</p> <p>We are also looking into doing a Media Training with Deborah Lockard who teaches how to speak in front of camera/media. We are getting a quote from her on a group training. We also need to research acquiring a social media coordinator. There is a need for someone to help with our social media as we are growing. Samantha said we need to have someone in house to work about 15 hours per week. She said she will present more information next month.</p> <p>Samantha also announced that Julian Slone has resigned from the Commission, and we need someone to take his seat as a representative for the Hotel/Lodging Association. The names submitted to City Council are Tammy Roarke, Ginger Corbett, and Trinity Shepherd whom all work for Jenny Wiley State Resort Park.</p>	<p>to donate \$1k in gift cards via the City of Prestonsburg to the Tornado victims of Western KY. Ronnie Warrix seconded the motion and it passed unanimously.</p>
<p>Old Business</p>	<p>Jill Hamlin gave an update on the APPY's. She has received confirmation that Buddy Cannon will be presenting along with Holly Forbes, who sang the National Anthem last year at the APPY's and just made it to the Top 9 on this season of The Voice. She also just did two interviews in Kingsport with</p>	

	Linda Fontaine, A Closer Look. Next on the schedule is a podcast out of NY on December 17 th that currently has over fourteen million followers. Jill has also been working with the Science Center to organize a “Dinner Under the Stars” for the presenters that come to town early for rehearsals. The Tourism Commission presented her with their \$6k grant which was approved at last months meeting.	
Next Meeting	January 11 th , 2021, at 12PM at the Mountain Arts Center	
Adjournment	The meeting adjourned at 1:32pm.	Rocky Rowe made motion to end the meeting which Ronnie Warrix seconded and it passed unanimously.