

Prestonsburg Tourism Commission
 Meeting Minutes March 15th, 2022
 Special Called Meeting

PRESENT: Ronnie Warrix, Cliff Latta, Heather Owens, Tami Roark, Jim Ousley (via Google Meet, Detroit, MI)
MEMBERS ABSENT: Rocky Rowe, Franky Valencia
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Jill Hamlin, Chrysta Ghent, Les Stapleton, Joe Campbell, Charly Wise, Shelly Crisp, Trinity Shepherd, Finn Owens
CALL TO ORDER: 12:12PM by Cliff Latta

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Trinity Shepherd with Jenny Wiley State Resort Park announced that the campgrounds have opened at Jenny Wiley. Their Appalachian Night was successful. There will also be live music every Thursday night at Dewey's Lounge and occasionally on Friday and Saturdays. Operation Clean Sweep has been rescheduled for this Saturday, March 19th due to the inclement weather last Saturday. The Army Corp of Engineers has stepped up this year to help with the organization of the event.</p> <p>Jill Hamlin announced that we are three weeks away from the APPY's and the set is being constructed at this time. Tickets have been sold to several states including Oregon, California, New York, Maryland, and several others. Jill and Samantha also met with Rocky Adkins to discuss the APPY's and the future of the event. Television commercials promoting the APPY's will air during the Kentucky NCAA basketball games.</p> <p>Shelly Crisp with the MAC informed the Commission that she has booked the KAMM Conference for September 18th-22nd. They will be staying in Prestonsburg four night and five days. There will be over two hundred attendees staying in</p>	

Prestonsburg. We will also be organizing outings and meals at local dining establishments.

Joe Campbell with the MAC announced that the next six weeks will be very busy. The Descendants ended last weekend and "PUFFS" will be taking the stage at Gearheart Auditorium over the next two weekends. April has numerous events including Richard Marx, The Oakridge Boys, APPY's, Spring Gospel Concert, and the Kinfolk Reunion April 28th-30th.

Chrysta Ghent with the East Kentucky Science Center informed the Commission that the 150th Arbor Day will be taking place on April 29th. They are planning activities in the exhibit hall. Remake Learning will have sensory specific activities the evening before. They are also setting up their summer camps, evening shows, and Space/Science related movies with food trucks in attendance.

Les Stapleton bragged on Samantha Johnson for her SOAR Mini Summit panel participation in Ashland. He also announced that the aquatic equipment, which will be located at Dewey Lake near the pool, has been purchased. They are also moving new sand into the area to develop a new beach area. They are also considering a splash pad and kiddie pool. This project is slated to be completed in June. Les also announced that the Friends of Jenny Wiley will be helping with the concessions and making some repairs at Jenny Wiley Amphitheatre. He has also been receiving lots of compliments regarding the trails and tourism. There is a new trail being developed at Sugar Camp for emergency access. The National Walking Club is also hosting an event at The Passage Trail on April 6th. Les is also working to secure Prestonsburg as the host of the 15th Region Baseball and

	<p>Softball Tournaments for the next 15 years.</p> <p>Charly Wise wanted to remind everyone that the Floyd County Chamber of Commerce Golf Scramble is scheduled for April 22nd at StoneCrest Golf Course.</p>	
Minutes Review	Cliff Latta made a motion to approve the minutes from February 8 th , 2022, meeting. Ronnie Warrix seconded the motion, and the minutes passed unanimously.	
Monthly Financial Report	<p>Samantha Johnson first presented the January Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for January 2022 was \$65,195.54 with our portion of the split being \$22,534.31. As for our monthly bills paid out of our People's Bank account, they totaled \$18,929.02 which includes a payment for the Bluegrass Mountain Cup Sponsorship/Marketing and the Media Training held for Prestonsburg's local attractions representatives.</p>	Ronnie Warrix made motion to approve the monthly financials which Cliff Latta seconded and passed unanimously.
Director's Report	<p>Samantha started by informing the Commission that the SOAR Mini Summit in Ashland went very well. She also stated that Les did a wonderful job on his panel at the Summit. She also reminded the Commission that Brooke and herself will be leaving on Sunday to attend the Pennsylvania Bus Association Marketplace in Williamsport, PA. She also announced that we are planning an upcoming new digital/television series. We also have e-news blasts being sent out for the APPY's and the March newsletter has been released. Jenn Noble's art exhibit opens today at Big Sandy Community & Technical College at 3pm. Samantha also announced that she has accepted a seat on the KTIA Board.</p>	
New Business	<p>Samantha started by addressing current legislation at the State level. HB1 dealing with ARPA funding started with \$75 million to be allocated to tourism in Kentucky but they have now pushed through \$100 million to be allocated. This is</p>	

now bouncing between the House and the Senate. The funds would be divided between community tourism commissions based on the matching funds numbers from 2019. \$10 million will be allocated for community partnerships and \$15 million for community grants with a 10% match required from the grantees. She also informed the commission of HB500 which is designed to allow distilleries to have retail sales, online sales, and shipping. They are also proposing that the serving age be lowered to eighteen. HB8 is designed to lower the income tax rate to 4% from 5%. Samantha asked their everyone contact their legislators in support of these bills.

The Kentucky Wildlands National Heritage Designation Study, which is part of the Eastern KY grant funded branding initiative started by Hal Rogers, will be hosting a call this evening at 5:30 for public comments and opinions for the study. Forty-one counties included in the Kentucky Wildlands service area would be eligible for grant funding if the designation is awarded.

Samantha also informed the Commission that KACVB will be held here in June. There will be about fifty attendants staying Wednesday-Friday. Samantha also reminded the Commission of the KAMM conference that will be held here in September that Shelly had mentioned during public comment.

Samantha also reminded the Commission that seats needed to be filled on the Financial and Grant subcommittees. Ronnie Warrix had been mentioned to take the seat on the financial subcommittee and Heather Owens had been mentioned to take the seat on the Grant subcommittee.

Cliff Latta made a motion that Ronnie Warrix take the open seat on the financial subcommittee and Heather Owens take the open seat on the Grant subcommittee.

	<p>Samantha addressed the Commission regarding STS Marketing College in Georgia that she attended last year with a scholarship. It is a three-year program and this year the event will be held June 5th-10th. The cost is \$1.5k for the second year and \$1.3k for the third year. The Commission had voted last year to support her attendance to STS Marketing College.</p>	<p>Tami Roark seconded the motion and passed unanimously.</p> <p>Cliff Latta made a motion to pay the expenses involved in Samantha attending STS Marketing College which was seconded by Ronnie Warrix and passed unanimously.</p>
Old Business	<p>At the last meeting Joe Campbell and Tim Parks made a grant presentation on behalf of Appalachian Strings & Things Music Festival. The Commission voted to table the request until the next meeting. The Grant subcommittee met and suggested to the Commission that \$8k be granted to Appalachian Strings & Things with \$3k allocated to Tourism for in house digital marketing for the event.</p> <p>Samantha informed the Commission that there is no update regarding our Audits for 2019-2020 and 2020-2021 fiscal years. They were in the quality review stage at the last update. Samantha also informed the Commission that the Media Training held last week went really well. There were eight local partners in attendance for the training. All in attendance received an abundance of on camera training.</p>	<p>Cliff Latta made a motion to grant Appalachian Strings & Things \$8k with \$3k being spent in house for digital marketing which was seconded by Ronnie Warrix and passed unanimously.</p>
Next Meeting	<p>April 12th, 2021, at 12PM at the Mountain Arts Center.</p>	
Adjournment	<p>The meeting adjourned at 1:03pm.</p>	<p>Cliff Latta made motion to end the meeting which Heather Owens seconded and passed unanimously.</p>