

Prestonsburg Tourism Commission

Meeting Minutes February 8th, 2022

PRESENT: Ronnie Warrix, Cliff Latta, Rocky Rowe, Jim Ousley, Heather Owens, Franky Valencia
MEMBERS ABSENT:
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Jill Hamlin, Chrysta Ghent, Les Stapleton, Joe Campbell, Steve Russo, James Allen, Charly Wise, Tami Roark, Robert Daniels, Tim Parks (via Google Meet: Manchester, KY)
CALL TO ORDER: 12:04PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Chrysta Ghent with the East KY Science Center said they are busy with lots of birthday parties. They are working on a partnership with Arbor Day to have an event the Saturday after Arbor Day.</p> <p>Joe Campbell with the MAC said they are getting super busy with lots of events scheduled for this Spring. This past weekend they had James Gregory perform with tickets sold to residents of Ohio, Virginia, West Virginia, and Pennsylvania. Upcoming events include Blue Highway, Tyler Booth, Disney's Descendants, Richard Marx, and the APPY's. They also have two movies scheduled for this month, Disney Cars and The Incredibles.</p> <p>James Allen inquired into the timeline for purchasing and installing the downtown speaker system. Samantha replied that more quotes need to be received and potential matching funds located to cover the total expense. He also said that he would start on the next phase of the downtown lights when the weather warms up.</p> <p>Tami Roark with Jenny Wiley State Resort Park said the Park</p>	

	<p>has a Valentine's Buffet scheduled for this weekend. They will also have live music on Saturday and a Super Bowl event on Sunday.</p> <p>Jill Hamlin informed the Commission that the APPY's has at least twenty-one hotel rooms booked so far. There will be press representatives from Lexington in town tomorrow. Voting will close on February 10th and then the Top 3 will go on to the judging panel. She reminded everyone to purchase tickets to attend the Awards Show on April 9th.</p> <p>Les Stapleton announced that the School Bus Bridge on the Passage Trail recently won an international award. They have been receiving numerous phone calls as to the bridge's location. He also said that Samantha is in contact with a school bus magazine. There will be a Dairy Bar opening along the trail. Sugar Camp Mountain trails will be hosting a ride on April 10th. He added there will be a new restaurant coming to town along with a distillery that should be open in a year.</p>	
Minutes Review	Cliff Latta made a motion to approve the minutes from January 11 th , 2022 meeting. Rocky Rowe seconded the motion, and the minutes passed unanimously.	
Monthly Financial Report	Samantha Johnson first presented the December Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for December 2021 was \$82,346.41 with our portion of the split being \$28,360.90. As for our monthly bills paid out of our People's Bank account, they totaled \$26,165.42 which includes a payment to Arrivalist for \$12k. This is part of the KY Tourism Co-op which is a 90% match. She added that it is a data collection program which can pinpoint thirty locations tracking where the people come from and where they go	Cliff Latta made motion to approve the monthly financials which Ronnie Warrix seconded and passed unanimously.

	after visiting that particular location.	
Director's Report	Samantha started by informing the Commission that we have dropped to one billboard location with Fairway. This billboard is located near Mine Made ATV Park in Knott County advertising "Stay in Prestonsburg". She added that the School Bus Bridge post has gone viral on the State Tourism website with over 20k views.	
New Business	<p>Joe Campbell and Tim Parks made a grant/sponsorship presentation for Appalachian Strings & Things Music Festival scheduled for September 9th-10th. Joe stated that last year 80% of the tickets were sold to people from outside of Prestonsburg with 23+ hotel rooms being sold. Tim added that they want to have more locals buy in this year and the line-up of musicians/bands will be announced in the next few weeks. Rocky Rowe added that last year's event was absolutely one of the coolest events. They are requesting \$10k from Tourism for this year's event.</p> <p>Robert Daniels with the Mountain Arts Center Art Gallery asked Tourism to support the art exhibit, "Tribute to Tom Whitaker". Samantha and Robert met with Jessica Salyer and members of Tom Whitakers family yesterday and they committed to three weekends offering the "Tom Whitaker Experience" at the MAC. Robert requested \$750 to bring the exhibit to the MAC Art Gallery.</p> <p>Samantha informed the Commission that we are will be using STR in conjunction with KACVB. To take part in this, four hotels must commit to reporting weekly. Kentucky State Parks approved Jenny Wiley to report weekly instead of monthly for us to utilize STR. The reports can only be shared verbally in meetings. The total cost for one year will be \$2,200 and will be part of our marketing budget.</p>	<p>Tourism requested that a grant application be submitted for Appalachian Strings & Things 2022 before a decision is made.</p> <p>Cliff Latta made a motion to commit \$750 to the "Tribute to Tom Whitaker" exhibit which was seconded by Ronnie Warrix and passed unanimously.</p>
Old Business	Samantha informed the Commission that the auditors are	

	<p>now working on our 2019-2020 and 2020-2021 fiscal year audits.</p> <p>The media training discussed at last months meeting has been scheduled for March 1st.</p> <p>We recently attended the Cincinnati Boat & Outdoor Show with our regional tourism group EHN. Attendance was down from previous years, but it was still a productive show with great contacts made. Samantha requested that we attend the Corbin Boat & RV Show, February 18th-20th. The cost of the show would be \$200 for a 10x10 booth over 3 days plus the cost of travel. Samantha also informed the Commission that she attended Heartland Travel Showcase in Cleveland this past weekend. The number of operators in attendance were down due to the terrible weather conditions resulting in the cancellation of our last six appointments but the meetings that she had went very well. We will be reaching out to the companies that we were scheduled to meet with.</p>	<p>Cliff Latta made a motion to approve the cost and travel expenses for the Corbin Boat & RV Show which was seconded by Rocky Rowe and passed unanimously.</p>
Next Meeting	March 15 th , 2021, at 12PM at the Mountain Arts Center. Special Called Meeting.	
Adjournment	The meeting adjourned at 1:21pm.	Rocky Rowe made motion to end the meeting which Franky Valencia seconded and passed unanimously.