

Prestonsburg Tourism Commission  
Meeting Minutes April 12<sup>th</sup>, 2022

**PRESENT:** Ronnie Warrix, Cliff Latta, Rocky Rowe, Franky Valencia, Heather Owens, Tami Roark, Jim Ousley (via FaceTime, Beckley, WV)

**MEMBERS ABSENT:**

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

**GUESTS PRESENT:** Chrysta Ghent, Ritchie Schoolcraft, Les Stapleton, Joe Campbell, Steve Russo, Suzanne Kinzer, Finn Owens

**CALL TO ORDER:** 12:12PM by Cliff Latta

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
<p><b>Public Comment</b></p>	<p>Chrysta Ghent with the East Kentucky Science Center announced that Remake Learning will take place on April 28<sup>th</sup>. They will also offer a sensory specific laser show. They will be hosting a Teacher/Administration Open House on May 2<sup>nd</sup> 5-8pm. The Science Center will be open this Saturday for the regular scheduled hours. She also stated that Earth Day is April 22<sup>nd</sup>, and the Science Center would be happy to partner with anyone scheduling activities.</p> <p>Ritchie Schoolcraft with the Prestonsburg Parks Commission announced that Golf Cart Saturday at the Prestonsburg Passage will start on the 3<sup>rd</sup> Saturday in May. They will also have Easter activities this Saturday at the Sports Park on StoneCrest.</p> <p>Les Stapleton stated that Samantha and Brooke did a great job assisting with the APPY's this past weekend. He also said the Bluegrass Mountain Cup held this past weekend at Sugarcamp Mountain Trail was extremely successful. All participants loved the trails. Les also said that lots of work has been taking place at the new Aquatic Park at Dewey Lake. There will be a new mural completed by the PHS Art</p>	

	<p>Class, which will be located at the Aquatic Park. Joe Campbell with the MAC said the APPY's was a big project but went extremely well. He said there were lots of compliments from the out of state visitors. There were about four hundred tickets sold for the event. Joe and Les met two groups from Nashville that will be coming back to utilize the recording studio at the MAC. They were extremely impressed with the facilities.</p>	
<b>Minutes Review</b>	<p>Cliff Latta made a motion to approve the minutes from the special called meeting on March 15<sup>th</sup>, 2022. Franky Valencia seconded the motion, and the minutes passed unanimously.</p>	
<b>Monthly Financial Report</b>	<p>Samantha Johnson first presented the February Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for February 2022 was \$67,858.64 with our portion of the split being \$23,458.60. As for our monthly bills paid out of our People's Bank account, they totaled \$27,898.33 which includes a reorder of promotional items, the Appalachian Strings &amp; Things grant, an article/ad in Bus Tours Magazine, and an ad in Blue Ridge Outdoors. Cliff asked that we begin marking the items on the check request that are part of the Kentucky Co-op Matching Funds.</p>	<p>Cliff Latta made motion to approve the monthly financials which Franky Valencia seconded and passed unanimously.</p>
<b>Director's Report</b>	<p>Samantha first presented the Commission with the article and ad that is currently in Bus Tours Magazine and the ad in Blue Ridge Outdoors. She then informed the Commission that the recent trip to the Pennsylvania Bus Association Marketplace was very good. We were the destination furthest from PA that was represented. Samantha also stated that we are currently accepting bids for a new mini-series and campaign that will be produced in May. As for the APPY email blast, it received a 40% open rate which is extremely good. She also stated that there are a lot of upcoming events in Prestonsburg. Saturday morning, April 30<sup>th</sup>, of the Kinfolk Reunion weekend will be a "Kidfolk</p>	

	Reunion” in conjunction with the Kent Rose Foundation. The event will take place from 10-2 with the first two hours being sensory specific and 12-2 open to everyone.	
<b>New Business</b>	<p>Ritchie Schoolcraft made a grant presentation on behalf of the 2022 Burn Run to be held July 29<sup>th</sup>-30<sup>th</sup> at Archer Park in Prestonsburg. He let the Commission know that last year they had over 55 vendors and 80+ motorcyclist that came into town. They had two concerts last year with Front Porch Pickin’ on Friday night (which is already scheduled for this year), and Sundy Best on Saturday night. Ritchie asked that the Commission grant whatever they feel comfortable with. Samantha reminded the Commission that last year we granted a total of \$2k with \$1.5k being kept in house for marketing and \$500 paid directly to the Burn Run for expenses. Samantha advised the Commission that she would be comfortable granting \$2.5k out of the budget.</p> <p>Samantha informed the Commission that the Heartland Travel Showcase 2023 will be held in Cincinnati. That means that we are eligible to send in bids to host a FAM Tour, which is a Familiarization Tour for motorcoach companies. She suggests that we partner with Pike County Tourism, which also is a long-time attendant at the Heartland Travel Showcase. The bid will contain 1 ½ days in Pike County and 1 ½ days with us in Prestonsburg. This will be a substantial expense if we win the bid but will pay off huge if we are able to make impactful partnerships with the attending motorcoach companies. Samantha will be contacting our attractions to see if they would be interested in partnering and contacting the hotels for their rates. The bid is due at the end of April.</p>	Cliff Latta made a motion to grant \$2.5k to the 2022 Burn Run with \$1.5k being kept in house for marketing and \$1k paid to the Burn Run for expenses related to the stage construction. Rocky Rowe seconded the motion and it passed unanimously.
<b>Old Business</b>	Samantha informed the Commission that the APPY’s went great! The Kentucky Opry Junior Pros assisted with the event and were so amazing and professional. Ritchie	

	<p>Schoolcraft and the Parks staff were an amazing help with APPY's, Shuttle Saturday, and so much more. All the hotels in Prestonsburg sold out over the weekend. There were 65-70 people in attendance at Shuttle Saturday even with the crazy weather. The Bluegrass Mountain Cup on Sunday went exceptionally smooth. A gentleman from Arizona came in first on Sunday, clocking an insanely fast time.</p> <p>Samantha gave an update on the Legislation that she discussed at the meeting last month. HB8 passed the Senate and the House. This bill will grant \$75 million of the ARPA funding to Kentucky Tourism. The bill is currently on the Governor's desk awaiting his signature. Also, HB606 which relates to sports betting has passed the House and is currently in the Senate.</p>	
<b>Next Meeting</b>	May 10 <sup>th</sup> , 2022, at 12PM at the Mountain Arts Center.	
<b>Adjournment</b>	The meeting adjourned at 1:02pm.	Rocky Rowe made motion to end the meeting which Ronnie Warrix seconded and passed unanimously.