

Prestonsburg Tourism Commission
Meeting Minutes May 10th, 2022

PRESENT: Cliff Latta, Rocky Rowe, Heather Owens, Jim Ousley (via Google Meet, Beckley, WV)
MEMBERS ABSENT: Ronnie Warrix, Franky Valencia, Tami Roark
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Justin Begley, Joe Campbell, Charly Wise, Finn Owens
CALL TO ORDER: 12:27PM by Cliff Latta

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Charly Wise with the Friends of Jenny Wiley informed the commission that the Jenny Wiley Amphitheatre had a great turnout for the Kinfolk Reunion concert. She added that they need to have a pre-event digital menu available for each event, people came to the Kinfolk Reunion unaware that they would be offering an extended concession menu. The Jenny Wiley Amphitheatre also needs to build their following on the Facebook page. She also informed the Commission that the Friends of Jenny Wiley have received some additional grant money to make more improvements to the Amphitheatre. Their Kentucky Derby event also raised the most money ever this year.</p> <p>Joe Campbell with the Mountain Arts Center informed the Commission the APPY's sold tickets to nine states in Appalachia. There were presenters from fourteen states and the MAC paid for over \$4k in hotel rooms. The Dancing for Shelter event held last month raised over \$80k for the Floyd County Homeless Shelter. The Kinfolk Reunion at Archer Park sold tickets to over 100 cars on Friday night with over 600 arm bands given out, Saturday night there were 1,077 armbands given out to attendees. The Elk Draw will be this weekend on Saturday followed by the Junior Pros Rock Show.</p> <p>Justin Begley, staff writer with the Paintsville Herald and</p>	

	Floyd County Chronicle introduced himself to the Commission and informed them that he would be attending most meetings and would also be our contact going forward.	
Minutes Review	Cliff Latta made a motion to approve the minutes from the meeting on April 12 th , 2022. Rocky Rowe seconded the motion, and the minutes passed unanimously.	
Monthly Financial Report	Samantha Johnson first presented the March Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for March 2022 was \$89,866.68 with our portion of the split being \$30,882.41. As for our monthly bills paid out of our People's Bank account, they totaled \$16,974.74.	Jim Ousley made motion to approve the monthly financials which Rocky Rowe seconded and passed unanimously.
Director's Report	<p>Samantha first presented the Commission with the ad that was in the April issue of Blue Ridge Outdoors. Kentucky Tourism had purchased the full section, then we purchased our ad from them through Miles Media. We also will be doing an on location series with FOX 56 . They will be filming 3-5 segments that will be 3-5 minutes in length. They will air June 27th-July 1st. The Daily Independent in Ashland will be running an article on Paddlefest. We will also be part of the Smithsonian e-news blast next week. There is a new blog on The Passage Trail on our website. We will also have an ad in the Freeman Motorcycle Map brochure. Our television ads will start up again in the Central Kentucky, Cincinnati, and Huntington areas after the elections. We are also working on a new guest packet to be placed in all local hotel rooms. The May newsletter has also been released.</p> <p>The Kidfolk Reunion held in part with the Kent Rose Foundation, City of Prestonsburg, and Archer Park was a great success. The first two hours of the event was sensory specific youth, then the last two hours was open to everyone. The Kent Rose Foundation gave out 25 instruments that</p>	

	<p>were over \$5k. There was also painting and a drum circle. It was a low investment with a huge impact. The Elk Draw will be at the MAC this weekend and Paddlefest also starts this month. Samantha reminded the Commission that herself and Brooke will be traveling to the KTIA Spring Conference in Shepherdsville, May 25th-26th.</p>	
<p>New Business</p>	<p>Samantha informed the Commission that the East Kentucky Sewing Shop Hop will be taking place again this year with six businesses from the region participating. Last year they had over 600 participants, with over 200 visiting all participating shops. The event will be held July 10th-16th. All local tourism commissions are supporting this event and the business owners have asked each community to sponsor \$500 for marketing.</p> <p>Samantha updated the Commission on House Bill 8 in which all short-term rentals will be collected by Air BNB. Campground rentals will also now be a part of the local 3% transient tax. The changes will take place on January 1st, 2023.</p> <p>Samantha informed the Commission that there are plans for us to host a Total Eclipse FAM Tour at the end of this month for Ohio Travel Treasures and Amazing Travel Treasures. There will be 5-6 people in attendance. Diane with OTT has eight motorcoaches extremely interested in visiting Prestonsburg for the 2024 solar eclipse. The plan is to book fifteen motorcoaches with the hopes of having ten motorcoaches visit Prestonsburg. The events on the day of the Eclipse 2024 will take place at the Jenny Wiley Amphitheatre. The evening before we plan to have a Kentucky Opry concert and dinner at the MAC for the attending motorcoaches. We will have to work with Paintsville and Pikeville to book accommodations for that</p>	<p>Rocky Rowe made a motion to sponsor \$500 to the East Kentucky Sewing Shop Hop which was seconded by Cliff Latta and passed unanimously.</p> <p>Jim Ousley made a motion to approve the expenses associated with the Total Eclipse FAM Tour at the end of this month which was seconded by Cliff Latta and passed unanimously.</p>

	<p>many motorcoaches.</p> <p>Samantha also informed the Commission that we will be hosting the June KACVB meeting. It will take place the third week of June, Wednesday-Friday. The Kentucky Association for Counties will also be in town at the same time, which will be several hundred people. Samantha stated that we are looking for sponsors for KACVB and she has already submitted a sponsor request to ARH.</p> <p>The Kentucky Department of Tourism EDA Grant that has been in the works since 2020-21 was delivered in the mail yesterday. The allocation amount was based on the 2019 matching funds calculations, with our portion of the grant being \$21,469. It has rules and specifications for what the grant can be used for, which we will mostly be using the funds for a new travel guide. The grant also allocated funds to our regional tourism group, EHN (Eastern Highlands North), which was \$75k. The grant funds will be used by EHN for trade shows, a new brochure, and commercials.</p> <p>Samantha presented the Commission with a suggested overall budget for the upcoming 2022-23 fiscal year. She said the budget subcommittee will need to meet to do a budget line breakdown. Our overall budget will be \$800k with the audit and administration fee being deducted off the top. Our portion of the working budget will be \$270,125. She also stated that she will present a YTD (Year to Date) review next month.</p>	
Next Meeting	June 14 th , 2022, at 12PM at the Mountain Arts Center.	
Adjournment	The meeting adjourned at 1:05pm.	Rocky Rowe made motion to end the meeting which Jim Ousley seconded and passed unanimously.

