

Prestonsburg Tourism Commission  
Meeting Minutes June 14<sup>th</sup>, 2022

<b>PRESENT:</b> Rocky Rowe, Heather Owens, Jim Ousley, Tami Roarke, Franky Valencia
<b>MEMBERS ABSENT:</b> Ronnie Warrix, Cliff Latta
<b>STAFF PRESENT:</b> Samantha Johnson, Brooke LeMonds
<b>GUESTS PRESENT:</b> Joe Campbell, Charly Wise, Steve Russo, Trinity Shepherd, Jill Hamlin, Finn Owens
<b>CALL TO ORDER:</b> 12:07PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
<b>Public Comment</b>	<p>Joe Campbell announced that Holly Forbes will be in concert at the Amphitheatre on Thursday night with Zoe Howard. Masters of Soul will be at the MAC next Friday. The Kentucky Opry will start on July 9<sup>th</sup>. "Brightstar" will be at the Amphitheatre this weekend in collaboration with ACT. He also said there are a few new shows getting ready to be announced for the fall.</p> <p>Trinity Shepherd with Jenny Wiley State Resort Park announced that Friday's After 5 have started. They also have live music on Thursday night in Dewey's Lounge and they will have a special buffet for Father's Day. They have also installed new flooring in the Pines building. Samantha Johnson also took a moment to congratulate Trinity on being chosen as the new Park Manager.</p> <p>Jill Hamlin announced that the APPY's will start accepting submission for the 2023 APPY Awards on June 15<sup>th</sup>. The APPY Awards show will be held on March 18<sup>th</sup>, 2023, and Trinity Shepherd is required to attend and wear a tux.</p>	
<b>Minutes Review</b>	Rocky Rowe made a motion to approve the minutes from the meeting on May 10 <sup>th</sup> , 2022. Franky Valencia seconded the motion, and the minutes passed unanimously.	
<b>Monthly Financial</b>	Samantha Johnson first presented the April	Heather Owens made

<p><b>Report</b></p>	<p>Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for April 2022 was \$78,895.78 with our portion of the split being \$27,170.13. As for our monthly bills paid out of our People's Bank account, they totaled \$25,168.90. Samantha also informed the Commission that we have Lowee's Group Tours visiting next week and there is a Check Request for their pass-through funds. Another payment was added to the Check Requests for Slone's Garage regarding repairs to the passenger van.</p>	<p>motion to approve the monthly financials which Tami Roarke seconded and passed unanimously.</p> <p>Franky Valencia made a motion to approve the payment to Slone's Garage for repairs to the passenger van which was seconded by Rocky Rowe and passed unanimously.</p>
<p><b>Director's Report</b></p>	<p>Samantha started by informing the Commission that the FAM Tour with Amazing Travel Treasures went amazing. They were here for three days and the new employees that will be selling our tours got to visit our area. This FAM Tour was also in preparation for a Total Eclipse Tour set for April 8<sup>th</sup>, 2024, in which we are planning for ten motorcoaches visiting at once with a max of 400 guests. We will need a meeting with all hoteliers to make plans for lodging. Samantha also informed the Commission that she attended STS Marketing College in Georgia last week and she made lots of great partnerships. We also filmed with FOX 56 yesterday at the MAC, Stone Crest, Sugarcamp Mountain Trails, the Yoga Studio, and the Fireworks. The segments will be on a five-day run from end of June through the beginning of July along with the digital footage. We have also added an itinerary in Blue Ridge Outdoors magazine. Members of KACVB arrive tomorrow and will be here through Friday, KACO will be at Jenny Wiley State Resort Park during this time as well, so our hotels are well booked this week.</p>	
<p><b>New Business</b></p>	<p>Samantha informed the Commission that our total 2021-22 fiscal year budget was \$700k our actual income was</p>	<p>Rocky Rowe made a motion to approve all the</p>

	<p>\$979,734.38 with our actual portion of the tax split being \$337,249.22 vs the budgeted \$233,314. The MAC's actual portion was \$249,630.42, Prestonsburg Parks \$317,343.43, and StoneCrest \$75,511.31. Samantha proposed after meeting with the Budget Subcommittee that we amend our advertising budget from \$60k to \$89k, amend salaries to \$135k, Grants and partnerships from \$15k to \$34k, supplies to \$4,250, Travel to \$3,500, Contract Labor to \$9,500, and Other Expenses to \$6k.</p>	<p>proposed amendments that Samantha suggested to the 2021-22 fiscal year budget which was seconded by Franky Valencia and passed unanimously.</p>
<p><b>Executive Session</b></p>	<p>Rocky Rowe made a motion to enter Executive Session at 12:39pm under KRS 61.810 1(e) which was seconded by Tami Roarke and passed unanimously. Tami Roarke made a motion to exit Executive Session at 12:51pm which was seconded by Rocky Rowe and passed unanimously.</p>	<p>Rocky Rowe made a motion to approve the proposed budget for Fiscal Year 2022-23 which was seconded by Franky Valencia and passed unanimously.</p>
<p><b>New Business Continued</b></p>	<p>Samantha informed the Commission that we are partnering with the MAC on the Holly Forbes with Zoe Howard concert. Our expense for this partnership was \$1,400. She asked that everyone please share this event. Samantha also informed them that we are partnering with Paintsville Trail Town Committee for the Levisa Fork River Streak Race. We will be helping with the expense of trophies and shuttles. Paintsville Tourism also wants to restart the partnership on Paddlefest extending the option from 8.2 miles to 16.4 miles. We are planning to restart this partnership with the July event. We will rotate the catering monthly with restaurants from each of our towns.</p> <p>Samantha also discussed the topic of the Kentucky State Fair with the Commission, and it was decided that Prestonsburg Tourism would not be attending the Kentucky State Fair this year, but Jim Ousley did request that we research attending some Golf shows this year to promote our Stay n Play packages with StoneCrest Golf Course and</p>	

	<p>our hoteliers.</p> <p>Samantha also stated that ARH is sponsoring \$1k to KACVB which will start tomorrow. Cat Jamerson will be teaching Charcuterie classes with Savage Farms Winery in attendance. Emily Jamerson will be offering the attendants the option to do yoga and hike at Sugarcamp Mountain Trails. The group can also play golf at StoneCrest or shop downtown on Thursday afternoon. We are responsible for providing two breakfasts and one lunch. On Wednesday the new tourism directors will have meetings at the Science Center and they will also get to see a planetarium/laser show.</p> <p>Samantha also updated the Commission on the progress of Star City Day. She informed them that the sound systems are getting more expensive, and we will have four musical acts. We are accepting applications from vendors, artisans, and food trucks.</p>	
<b>Old Business</b>	<p>Samantha informed the Commission that we won the bid for the Heartland pre-FAM Tour. They will be in Prestonsburg on March 23<sup>rd</sup>, 2023. She also informed them that she was chosen as a new KTIA Board Member.</p> <p>Samantha also informed the Commission that our 2019-2020 fiscal year audit is complete, and they are finishing up the 2020-2021 fiscal year audit. Both audits will be presented at next months meeting. We are up to date with SPGE.</p>	
<b>Next Meeting</b>	July 12 <sup>th</sup> , 2022, at 12PM at the Mountain Arts Center.	
<b>Adjournment</b>	The meeting adjourned at 1:14pm.	Rocky Rowe made motion to end the meeting which Franky Valencia seconded and passed unanimously.