

Prestonsburg Tourism Commission  
Meeting Minutes July 12<sup>th</sup>, 2022  
via Google Meet

<b>PRESENT:</b> Rocky Rowe (Prestonsburg, KY), Heather Owens (Prestonsburg, KY), Jim Ousley (Prestonsburg, KY), Ronnie Warrix (Inez, KY), Cliff Latta (Prestonsburg, KY)
<b>MEMBERS ABSENT:</b> Tami Roarke, Franky Valencia
<b>STAFF PRESENT:</b> Samantha Johnson (Prestonsburg, KY), Brooke LeMonds (Prestonsburg, KY)
<b>GUESTS PRESENT:</b> Chrysta Ghent, Justin Begley, Artie White, Finn Owens
<b>CALL TO ORDER:</b> 12:09PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
<b>Public Comment</b>	Chrysta announced that there will be a free event at the Science Center on Saturday from 3-6pm. There will be booths and presentations set up. The Science Center is also still offering Drop in for Science on Thursday 9:30-11:30, Summer Camp is ongoing, and they will have a Led Zeppelin Laser Show on the evening of July 26 <sup>th</sup> . Heather Owens requested that Chrysta send her a monthly calendar that she can share in The Mountain Muse.	
<b>Audit Presentation</b>	Artie White with White & Associates presented the audit reviews from 2019-2020 and 2020-2021. Artie announced that all audits for Prestonsburg Tourism are complete and up to date. He said Debbie and Matthew on his staff worked very hard. Artie added that the results of the 2021 audit mimic the 2020 audit only with different final numbers which can be seen on page 23 of the audit. He stated that Prestonsburg Tourism audit was fine, and they are in a great financial position with \$160k at the end of 2021. The PPP Loan, in the amount of \$22.6k which was allocated to maintain employees, was forgiven, and is listed under Other Income. Also, in 2021 Tourism carried no more debt with the vehicle loan paid in full and the PPP Loan forgiven. He reiterated that Prestonsburg Tourism's financial position is very good.	

	<p>SPGE was adopted in 2020 and Tourism’s reporting with the organization is up to date.</p> <p>Artie relayed a comment from Debbie which was, Samantha and Brooke do an excellent job and take the auditors suggestions for implementation. Artie also said that Tourism is a benefit to the city of Prestonsburg.</p> <p>Jim Ousley asked that Artie let us know when we can schedule our next audit. Artie said they will be able to start on 2021-2022 audit around November. He added that the City of Prestonsburg will not be able to start on theirs until January or February.</p>	
<b>Minutes Review</b>	Ronnie Warrix made a motion to approve the minutes from the meeting on June 14 <sup>th</sup> , 2022. Heather Owens seconded the motion, and the minutes passed unanimously.	
<b>Monthly Financial Report</b>	<p>Samantha Johnson first presented the May Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for May 2022 was \$94,595.12 with our portion of the split being \$32,432.40. As for our monthly bills paid out of our People’s Bank account, they totaled \$41,311.37. The bills include the audit payment of \$15k, \$1k to Brother’s Keeper’s for the grant, which was previously approved, with an additional \$1.5k allocated for in house marketing. All the ads for Star City were placed on hold July 1<sup>st</sup> and our advertising will resume when we are ready. There was also a payment of \$2k to Kentucky Wildlands for ad space in their section of the Kentucky Visitor’s Guide which if we had purchased the ad ourselves it would have cost \$7.7k with 90% matching funds from Kentucky Tourism. This will allow us to submit more advertising expenses for matching funds.</p>	Cliff Latta made motion to approve the monthly financials which Ronnie Warrix seconded and passed unanimously.
<b>Director’s Report</b>	Samantha started by informing the Commission that ads will start running in Cincinnati starting next week through	

	<p>the fall. She said that she is also having conversations with WLEX about a new advertising campaign. We also just had segments on FOX 56 with Deann Stevens which was a Road trip segment takeover that aired for five days. We have a new itinerary and digital ad with Blue Ridge Outdoors being showcased.</p> <p>The Quilt Hop started last Friday and runs through this Friday with six quilt shops in Eastern Kentucky participating including our own, Sew N Love. Billie Jean Osborne's Kentucky Opry start this Saturday and Brightstar returns to Jenny Wiley Amphitheatre on July 22<sup>nd</sup>. We also have Paddlefest next weekend on July 23<sup>rd</sup> and we are resuming our partnership on this with Paintsville Tourism. Jeremiah Parsons has been named the new Executive Director at Paintsville Tourism. The Brother's Keepers Burn Run will be July 29<sup>th</sup>-30<sup>th</sup> with Front Porch Pickin' on Friday night and Sundry Best on Saturday night. We have Christian Tours motor coach group arriving to visit with us again next weekend.</p>	
<p><b>New Business</b></p>	<p>Samantha informed the Commission that she would be putting out an RFP by this Friday to design our new brochure. We must find a new company to do this because Print &amp; Pixel who designed our previous brochure is no longer designing. Samantha also added that we will be posting a new part time position for a Social Media/Graphics Specialist whose wage will come from contract labor.</p> <p>Samantha also stated that Tourism sponsored the dinners for the fallen officers' funerals on Wednesday and Thursday along with the MAC.</p>	
<p><b>Old Business</b></p>	<p>Samantha reminded the Commission that Star City Day has been postponed. She still must meet with Les Stapleton and Chief Brown to decide when it will be rescheduled. She assured the Commission that it would be a celebration and</p>	

	that all vendors and musicians would have priority to be the first to participate. We will hold onto the checks that we wrote for the musicians and sound stage for now until a date to reschedule has been chosen.	
<b>Next Meeting</b>	August 9 <sup>th</sup> , 2022, at 12PM at the Mountain Arts Center.	
<b>Adjournment</b>	The meeting adjourned at 12:46pm.	Rocky Rowe made motion to end the meeting which Ronnie Warrix seconded, Cliff Latta thirded and passed unanimously.