

Prestonsburg Tourism Commission
Meeting Minutes August 9th, 2022

PRESENT: Rocky Rowe, Heather Owens, Jim Ousley, Ronnie Warrix, Cliff Latta, Franky Valencia
MEMBERS ABSENT: Tami Roarke
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Chrysta Ghent, Justin Begley, Joe Campbell, Steve Russo, Les Stapleton, Patrick Davis
CALL TO ORDER: 12:12PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Joe Campbell with the Mountain Arts Center announced that Tim Hawkins will be at the MAC on August 21st. The show has sold over seven hundred tickets from five different states, fourteen from Indianapolis, two from Savannah, GA, and forty-seven tickets from Hazard. The show should sell out.</p> <p>Chrysta Ghent with the East Kentucky Science Center announced that they will be having a “Metallica” Laser Show on the last Tuesday of the month. The Science Center is interested in hosting an event for the individuals affected by the flood and first responders. Samantha informed Chrysta that there are currently about forty children residing at Jenny Wiley State Resort Park.</p> <p>Patrick Davis with the Middle Creek Reenactment made a grant presentation to the Commission. This will be the first year for the event since 2019. They will have three battle reenactments including the Night Skirmish, the Battle of Middle Creek, and the Battle of Ivy Mountain.</p> <p>Les Stapleton stated that Tourism has been a huge help with the devastating events that have happened over the last month. He added that the community needs to heal,</p>	<p>Cliff Latta made a motion to allocate \$3k to the Middle Creek Reenactment with \$2.5k being used in house for marketing and \$500 paid directly to the Middle Creek Reenactment. Ronnie Warrix seconded the motion and it passed</p>

	and he will be reaching out to Tourism to help. Samantha informed the Commission that we would like to do a free concert downtown for the region to allow people to come together. Les also informed Tourism that work will be beginning soon on removing the mural wall from the fountain area.	unanimously. Cliff Latta made a motion to allocate a budget of \$5k to fund the community concert downtown which was seconded by Franky Valencia and passed unanimously.
Minutes Review	Cliff Latta made a motion to approve the minutes from the meeting on July 12 th , 2022. Rocky Rowe seconded the motion, and the minutes passed unanimously.	
Monthly Financial Report	Samantha Johnson first presented the June Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for June 2022 was \$81,939.35 with our portion of the split being \$28,150.00. As for our monthly bills paid out of our People's Bank account, they totaled \$20,750.68. The bills include a KTIA auction item that we won with AFAR, which will be utilized this fall, and the pre-registration fee for Heartland Travel Showcase. We will be hosting a pre-FAM tour with Pike County in conjunction with the Heartland Travel Showcase.	Ronnie Warrix made motion to approve the monthly financials which Rocky Rowe seconded and passed unanimously.
Director's Report	Samantha started by informing the Commission that ads will be running with WLEX from July-September. Samantha has also been named the Chair of Eastern Highlands North Regional Tourism group. Samantha also informed the Commission that she has a scheduled meeting with the KTIA Board, August 24 th -25 th which will involve traveling to the western part of the State. Samantha also informed the Commission that we will be hosting Rustad Tours, August 22 nd -26 th .	Rocky Rowe made a motion to approve Samantha's travel to the KTIA Board meeting which was seconded by Ronnie Warrix and passed unanimously.
New Business	Samantha informed the Commission that more volunteers are needed for the flood relief at the community center in	

	<p>Martin and Wayland. The transition for supplies needed is moving towards building supplies, furniture, appliances, etc.</p> <p>Samantha also stated that Kentucky Tourism has been awarded \$75M from an EDA Grant that will be awarded in three phases. The first phase will be paid directly to DMO's which she will submit tomorrow. The funds must be used for marketing by 2024 and include a 10% match. The amount awarded will be based off percentages from 2019. The second phase is to attract conventions and meetings which is more geared towards the larger cities. The third phase will be for partnerships that include at least five partners and does include a 10% match. There is not a max amount of partnership projects that can be submitted. Kentucky Tourism has recommended opening a separate (non-interest bearing) checking account for EDA funds.</p> <p>Sugarcamp Enduro Event will be held in October. They have rented a portion of the State Park for this event and will be looking for a sponsorship from Tourism.</p> <p>Eastern Highlands North will be doing marketing with the ARPA Grant funds which will include doing a commercial with The Hollar. They will also be participating in outdoor shows in Indianapolis, Cincinnati, and Knoxville.</p> <p>Campgrounds and short-term rentals will be added to transient tax collection on January 1st, 2023. The Prestonsburg City Ordinance will have to be amended to add this language. Lobbyists are currently opposing the 30-day limit on transient tax being forgiven past that point, but it will not change by January 1st. Air BNB and VRBO will only send one payment for their locations versus individual short-term rentals.</p>	<p>Cliff Latta made a motion to utilize the 10% match for the EDA Grant phase 1 which was seconded by Rocky Rowe and passed unanimously.</p>
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	Tourism Economic Impact Report 2021 will be emailed out to the Commission. It is thirty-eight pages for the entire state broken down into regions, with our region being the Appalachian Region (Ashland-Whitesburg). Floyd County had direct spending totaling \$35M with indirect spending being \$53M, which has gone up around \$10M in one year. The total of indirect spending in 2020 was \$44M.	
Executive Session	Ronnie Warrix made a motion at 1:13pm to go into Executive Session for personnel negotiations (61.810(1)e) which was seconded by Franky Valencia and passed unanimously. Cliff Latta made a motion to exit Executive Session at 1:24pm which was seconded by Rocky Rowe and passed unanimously.	
Next Meeting	September 13 th , 2022, at 12PM at the Mountain Arts Center.	
Adjournment	The meeting adjourned at 1:25pm.	Rocky Rowe made motion to end the meeting which Cliff Latta seconded and passed unanimously.