

Prestonsburg Tourism Commission
 Meeting Minutes September 13th, 2022
 Via Google Meet

PRESENT: Rocky Rowe (Prestonsburg, KY), Heather Owens (Prestonsburg, KY), Jim Ousley (Beckley, WV), Cliff Latta (Prestonsburg, KY)
MEMBERS ABSENT: Tami Roarke, Franky Valencia, Ronnie Warrix
STAFF PRESENT: Samantha Johnson (Prestonsburg, KY), Brooke LeMonds (Prestonsburg, KY)
GUESTS PRESENT: Chrysta Ghent, Joe Campbell, Josh Turner, Josh Patton, Jill Hamlin, James Allen
CALL TO ORDER: 12:10PM by Samantha Johnson

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Chrysta Ghent with the Science Center announced they are hosting “Family Night” this evening from 5:30-7:30, and they will continue to host the event on the second Tuesday of every month if it is successful. Laser Night will also be held on the fourth Tuesday of the month. On Thursday, October 27th “Trunk or Treat” will be hosted at Big Sandy Community and Technical College. It is open to any business or organization that would like to participate.</p> <p>Joe Campbell with the MAC announced that Tim Hawkins almost sold-out last month, with around 150 tickets being sold to patrons from five different states including Savannah, Ga. They will be hosting a screening at the end of this month, by an APPY award winner. Other upcoming events include the Fall Gospel Concert, Chandra Pierce, Marty Stuart, Junior Pros Halloween Show, and Halloween movie night.</p> <p>Jill Hamlin announced that Big Sandy Community and Technical College will be hosting a free family event this Saturday starting at 4 in front of the Science Center. Chrysta added that the Science Center will also be open to the</p>	

	<p>public.</p> <p>Heather Owens announced that ACT will be hosting a theatrical production in the Oddfellows space above The Mountain Muse, for the first time ever.</p>	
Minutes Review	<p>Heather Owens made a motion to approve the minutes from the meeting on August 9th, 2022. Rocky Rowe seconded the motion, and the minutes passed unanimously.</p>	
Monthly Financial Report	<p>Samantha Johnson first presented the July Restaurant/Transient tax collected which is deposited into our Community Trust account. The total amount collected for July 2022 was \$75,921.35 with our portion of the split being \$26,113.66. As for our monthly bills paid out of our People's Bank account, they totaled \$39,809.11. The bills include expenses for the Sunday Sounds Concert (being held this Sunday), summer & fall marketing campaigns, ad placements, and expenses covering the Middle Creek Battlefield reenactment grant.</p>	<p>Cliff Latta made motion to approve the monthly financials which Rocky Rowe seconded and passed unanimously.</p>
Director's Report	<p>Samantha started by informing the Commission that we had over 4600 Google clicks this month. Our animated commercial is being shown on WLEX television and digital. We have fall ads in Bus Tours magazine, as well as Travel, Taste & Tour. We have designed and printed a new brochure for Middle Creek National Battlefield. The final Paddlefest of the season will be September 24th and we are gearing up for the Jenny Wiley Festival. We just finished hosting two motorcoach groups with one more scheduled to arrive on September 26th. Samantha also informed the Commission that there is a KACVB meeting scheduled for this week in Murray.</p>	<p>Rocky Rowe made a motion to approve Samantha's travel to the KACVB meeting in Murray which was seconded by Cliff Latta and passed unanimously.</p>
New Business	<p>Josh Patton and Josh Turner presented a grant/sponsorship request for the Sugarcamp Enduro Event which will be held on October 23rd with Shuttle Saturday being held on October 22nd. Josh P. informed the Commission that this will be the</p>	

	<p>first Enduro event at Sugarcamp and it has only been held at a handful of Kentucky trails over the years. He added that these races are the most popular type of mountain bike races and Sugarcamp is the perfect location. There will be four different courses with the time accumulated to determine the winners. This race attracts a different type of racer which leads to lots of potential new visitors to Sugarcamp and Prestonsburg. They are limiting entry to one hundred racers currently. The racers will camp in the "B" section of Jenny Wiley's campground which is also the finish line of two races. They are requesting \$3,250 which includes the expense of the campground rental. Prestonsburg Tourism's graphics will be included on all signage and promo materials. Cliff asked who they are insured through for the event and Josh P. said it is through North American Bicycle Association. Josh T. added that we are the only trail system in Kentucky with the ability to host this event.</p> <p>James Allen with the Jenny Wiley Festival submitted a grant request for this year's festival. He stated that the headliner acts this year will be Georgia Thunderbolt and Blackhawk, on Saturday night. Wednesday-Friday, local musicians will take the main stage with carnival rides also starting on Wednesday night. The production expense for the stage has gone up with Branham Production handling all the sound over four nights due to the MAC being unable. James also said there will be an axe throwing trailer this year along with Jerry Benson from "Moonshiners" will be on site building a moonshine still and selling chances to win the still. The parade will be larger this year, considering it is an election year. They are requesting \$8k and have already placed ads in magazines and a billboard.</p> <p>Jill Hamlin with Appalachian Arts and Entertainment Awards</p>	<p>Rocky Rowe made a motion to grant \$3,250 to the Sugarcamp Enduro event being held at Sugarcamp Mountain Trails which was seconded by Cliff Latta and passed unanimously.</p> <p>Heather Owens made a motion to grant \$8k to the Jenny Wiley Festival with \$3k going straight to the festival expenses and \$5k being utilized for in house marketing by Tourism. Cliff Latta seconded this motion and it passed unanimously.</p>
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	<p>(APPY's) presented Tourism with a grant proposal for the 2023 APPY's which will be held on March 18th. The red carpet will start at 6pm with the show starting at 7pm. There will be over fifty awards this year including Best Venue being split into two categories (small and large), jewelry making, and textiles. As for a recap on last year, the hotels were near capacity and everyone from outside of the area being extremely impressed and had a wonderful time. There were tickets sold to attendees from Kansas, Florida, and Georgia to name a few, this does not include the presenters. Submissions for 2023 are open until October 15th. Jill said they are requesting \$8k from Tourism and we will receive brand placement on all advertising, booth at the after party, award presenter, and access to all the talent.</p> <p>Samantha informed the Commission that we have submitted a few entries for the KTIA Traverse Awards which include the APPY's and our Christmas commercial. She thinks that it should not be Brooke or herself that accepts an award for the APPY's if it wins so she suggested that we pay the expenses for four representatives of the APPY's to attend the 2022 KTIA Gala.</p> <p>Samantha also informed the Commission and presented them with the specs on a Bluetooth compatible portable, wireless speaker for our tour group musicians and other events. Samantha also reminded the Commission that the Sunday Sounds concert will be this Sunday from 2-8. There will be six bands performing, which we offered to the performers scheduled for Star City first. The sound system is the biggest expense. Also, regional advertising for EHN is currently being filmed, with our portion being filmed next Friday. Jarred and Jenna McGuire along with their daughters will be the acting family for the full regional commercial.</p>	<p>Rocky Rowe made a motion to grant \$8k to the 2023 APPY awards which was seconded by Cliff Latta and passed unanimously.</p> <p>Cliff Latta made a motion to pay the expenses for four representatives of the APPY's to attend the KTIA Gala in Lexington which was seconded by Rocky Rowe and passed unanimously.</p> <p>Cliff Latta asked that we shop around for other options and table the expense for now.</p>
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Next Meeting	October 11 th , 2022, at 12PM at the Mountain Arts Center.	
Adjournment	The meeting adjourned at 1:11pm.	Rocky Rowe made motion to end the meeting which Heather Owens seconded and passed unanimously.