

Prestonsburg Tourism Commission  
Meeting Minutes October 11<sup>th</sup>, 2022

PRESENT: Rocky Rowe, Heather Owens, Jim Ousley, Cliff Latta, Tami Roarke
MEMBERS ABSENT: Franky Valencia, Ronnie Warrix
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Jill Hamlin, Steve Russo, Trinity Shepherd, Les Stapleton, Justin Begley, Greta Slone, Gordon Maynard, Charly Wise
CALL TO ORDER: 12:02PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Jill Hamlin announced that Big Sandy Community and Technical College announced that nominations for the 2023 APPY's will be open on the website until October 31<sup>st</sup>. She will be attending the NCPCR meeting in St. Petersburg, FL from October 23<sup>rd</sup>-27<sup>th</sup> where she will be sharing information regarding the APPY's. Commercials are airing currently on iHeart radio. Greta Slone added they are using a holistic approach to marketing. They have created a new rack card and will be sharing it at all events they attend.</p> <p>Steve Russo informed the Commission that the Jenny Wiley Festival went very well this year. They had the most vendors sign up that they have had in at least the past ten years and several of the vendors in attendance said that it had been the best festival they have attended this year. Some vendors came from Texas and Long Island. The music and entertainment were also great. Les Stapleton added they are looking into being less intrusive on downtown businesses next year. He added that the Bluegrass Mountain Cup Enduro event will be held at Sugarcamp Mountain Trails on October 23<sup>rd</sup>. Participants are coming from as far away as Milwaukee. Golfcart Saturday will be held this weekend at the Passage Trail.</p>	

	<p>Trinity Shepherd with Jenny Wiley State Resort Park stated that they still have around 240 people affected by the flood living at the Park and they will potentially be there until at least January or February. On October 22<sup>nd</sup> they are hosting “Trunk or Treat” in the Convention Center parking lot, 5-6pm will be for the children living at the park and 6-8pm for the general public. All local businesses are invited to participate. He also stated that the gas is back on so dining should be back fully in a couple of weeks. Jenny Wiley will also have Christmas lights up throughout the park as they did last year. Gordon Maynard asked if it would be possible to bring a disc golf course to the old golf course at Jenny Wiley. Samantha stated that she understands that area is potentially going to be utilized for and archery range for state and collegiate level tournaments. Trinity added the upper part of the old course will be used for the archery range through a partnership between the Dept. of Fish and Wildlife and State Parks. The old Pro Shop will be an office/wildlife center, which will be a state-of-the-art facility with nothing else like it in the state. Trinity added there may still be enough room left for a 9-hole disc golf course.</p>	
<p>Minutes Review</p>	<p>Cliff Latta made motion to approve the minutes from the meeting on September 13<sup>th</sup> and September 23<sup>rd</sup>, 2022. Rocky Rowe seconded the motion, and the minutes passed unanimously.</p>	
<p>Monthly Financial Report</p>	<p>Samantha Johnson first presented the August Restaurant/Transient tax collected which is deposited into our Community Trust Bank account. The total amount for August was \$88,391.00 with our portion totaling \$30,333.08. The bills for this month paid out of our People’s Bank account totaled \$39,069.77 which includes the \$8k APPY’s grant, KTIA registrations, and renewal of the STR report in conjunction with KACVB. As of right now we are going to hold onto the check due to the last full report we received</p>	<p>Rocky Rowe made motion to approve the monthly financials which Cliff Latta seconded and passed unanimously.</p>

	<p>was in July due to Jenny Wiley not being open to the public for reservations. STR is trying to work on a new system for three hotels until Jenny Wiley starts taking reservations again. If we can get full reports with three hotels with STR then we will submit the payment.</p>	
Director's Report	<p>Samantha started by informing the Commission that our marketing is still focused on fall foliage and activities on digital platforms, but our television commercials have stopped until after elections. After elections, our television commercials will resume with Holiday ads highlighting entertainment and Archer Park lights. As for upcoming events we have the SOAR Summit and we will be working an Eastern Kentucky booth, October 19<sup>th</sup>-20<sup>th</sup>. October 22<sup>nd</sup> will be the Junior Pros Halloween Show at the MAC.</p>	
New Business	<p>Samantha informed the Commission that we have submitted our application for ARPA Individual DMO funding with Kentucky Dept. of Tourism. If awarded, we will open a separate checking account with our 10% match included. She also told them that we are working on a statewide Music Trail through the ARPA multi-jurisdiction funding. One DMO must take the lead to post the 10% match and the other DMO's participating submit their portion to the lead DMO.</p> <p>The MAC Gala 25<sup>th</sup> Anniversary will be on November 2<sup>nd</sup>. Samantha needs to know how many tables to reserve so she asked that the Commission let her know by Friday who will be attending.</p>	
Old Business	<p>Samantha informed the Commission that the Jenny Wiley Festival was featured on "Game of the Week" with WYMT and the Weather Spot at the Festival on Friday. She suggested that this spot be utilized on Thursday next year instead of Friday. Other advertising was done with the WSAZ live interview, radio ads, and Facebook &amp; Instagram boosted</p>	

	<p>posts. The click rate on the email blast went very well.</p> <p>The Sugarcamp Mountain Trail Enduro event will meet with the Fire Department this week to discuss safety measures. As of now they are projecting there to be 70-75 participants.</p> <p>Samantha also informed the Commission that she was in Frankfort recently with other Tourism representatives and it went very well. She was able to speak about 15 minutes on where tourism currently is and where we need to go in the future. She said it was nice to hear their comments and the support of tourism.</p>	
Next Meeting	November 7 <sup>th</sup> , 2022, at 12PM at the Mountain Arts Center.	
Adjournment	The meeting adjourned at 12:58pm.	Rocky Rowe made motion to end the meeting which Tami Roarke seconded and passed unanimously.