

Prestonsburg Tourism Commission
Meeting Minutes November 7th, 2022

PRESENT: Rocky Rowe, Jim Ousley, Franky Valencia, Ronnie Warrix
MEMBERS ABSENT: Heather Owens, Cliff Latta, Tami Roarke
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Jill Hamlin, Steve Russo, Joe Campbell, Charly Wise, Chrysta Ghent
CALL TO ORDER: 12:08PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Joe Campbell with the MAC informed the Commission that Chandra Pierce was an almost sold-out concert with tickets sold to residents from Virginia, Ohio, West Virginia, and Florida to name a few. Marty Stuart sold tickets to eleven different states including Georgia, Florida, Tennessee, Ohio, Maine, and Virginia. Lots of tickets were also sold to towns in Kentucky that are beyond the 100-mile radius.</p> <p>Charly Wise with the Floyd County Chamber of Commerce is beginning the process of establishing a Floyd County coffee table book that will feature photographs from local photographers, Kaye Willis, Allen Bolling, and Joanne Moake. Samantha asked the Commission if they would consider a sponsorship for the coffee table book in which Tourism's contact information and a letter inviting travelers to Prestonsburg be included. The Commission seemed interested in the idea, but a final decision was not made at this time.</p> <p>Jill Hamlin with the Appalachian Arts & Entertainment Awards announced the nomination window has been extended to November 15th. She also shared the new rack card for the APPY's complete with QR code to the Commission.</p>	

	<p>Chrysta Ghent with the East Kentucky Science Center & Planetarium announced that Family night will be tomorrow night. The next laser show will be on the last Tuesday of the month as it has been previous months. Starting December 1st, the shows will be Holiday themed.</p>	
Minutes Review	<p>Ronnie Warrix made a motion to approve the minutes from the meeting on October 11th, 2022. Franky Valencia seconded the motion, and the minutes passed unanimously.</p>	
Monthly Financial Report	<p>Samantha Johnson first presented the September Restaurant/Transient tax collected which is deposited into our Community Trust Bank account. The total amount for September was \$98,182.86 with our portion totaling \$33,646.40. The bills for this month paid out of our People's Bank account totaled \$27,813.00 which includes purchases for Rosenberg Square and removal of the mural. These purchases are part of the Hometown Grant that we were awarded last year from T-Mobile.</p>	<p>Ronnie Warrix made motion to approve the monthly financials which Franky Valencia seconded and passed unanimously.</p>
Director's Report	<p>Samantha started by informing the Commission new ads will start on digital platforms and OTT post elections, as well as radio ads. Our targeted area will be central Kentucky, Cincinnati, and Huntington. We are also looking at moving our billboards to local locations during the Holiday season. The Kentucky Living "Weekend Getaway" partnership that we are participating in with Pike County and Paintsville has had over five hundred applicants. Samantha also told the Commission that she has meeting scheduled with KACVB & KTIA in Corbin, December 7th-9th.</p>	<p>Franky Valencia made a motion to approve Samantha's travel to Corbin for KACVB & KTIA which was seconded by Ronnie Warrix and passed unanimously.</p>
New Business	<p>Samantha informed the Commission that we are proceeding with the brochure/travel guide redesign. She has reached out to five companies and have received two proposals at this time. Our plan is to have the new travel guide completed by Spring 2023.</p>	
Old Business	<p>Samantha updated the Commission on the multi-jurisdiction ARPA grant applications. We are partnering on</p>	

	<p>three grant submissions; “Kentucky Music Trail” which includes thirteen Commissions with Ashland Tourism being the lead CVB, “Kentucky Moonshine Trail” which will include our Moonshine Tour and Pikeville Tourism being the lead CVB, and “Just Add Water” trail with Hopkinsville Tourism being the lead CVB.</p> <p>Samantha also updated the Commission on the progress with Rosenberg Square. There have been three outdoor café-style tables with chairs, five rocking chairs, and two umbrellas ordered at this time. The next items to be ordered will be garbage cans. The mural quotes from artisans are due by this Friday. We are also looking at adding a reading/art nook which will have a space for people to donate books, art supplies, etc. Also looking into the possibility of constructing a small stage for local performances. Quotes are also being gathered for lighting of the mural and overall electrical outlets. At this time, the fountain will remain. Big Sandy Community and Technical College will be supplying a chess board and have workshops to teach chess along with potential chess tournaments. The funds from the T-Mobile Hometown Grant must be used by December 31st.</p> <p>The Sugarcamp Enduro event had over one hundred riders on Shuttle Saturday and around seventy-five racers for the Enduro race held on Sunday. There was a great response from the riders that came to Sugarcamp from central Kentucky and other states. There were eight states represented on race day and \$2,700 was donated from racers & spectators to ARH Community Foundation.</p> <p>Samantha also let the Commission know that the STR report could not be updated to include only three hotels with</p>	<p>Ronnie Warrix made a motion to not participate in receiving the STR report</p>
--	---	---

	Jenny Wiley being utilized for the flood response and not open to accept reservations for the Lodge.	until further notice which was seconded by Franky Valencia and passed unanimously.
Next Meeting	December 13 th , 2022, at 12PM at the Mountain Arts Center.	
Adjournment	The meeting adjourned at 1:00pm.	Franky Valencia made motion to end the meeting which Ronnie Warrix seconded and passed unanimously.