

Prestonsburg Tourism Commission
Meeting Minutes December 13th, 2022

PRESENT: Rocky Rowe, Jim Ousley, Franky Valencia, Ronnie Warrix, Heather Owens, Cliff Latta, Tami Roarke
MEMBERS ABSENT:
STAFF PRESENT: Samantha Johnson, Brooke LeMonds
GUESTS PRESENT: Jill Hamlin, Steve Russo, Charly Wise, Shelly Crisp, Robert Daniels, Les Stapleton, Taylor Thomas, Finn Owens, Devon Kidd
CALL TO ORDER: 12:22PM by Samantha Johnson

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Les Stapleton announced that pets and owners can have their photos taken with Santa tonight in the MAC at 6:30. Shop with a Cop will take place next Saturday. The characters will be at Archer Park for the Light Display on Friday and Saturday. Tuesday night a corn hole tournament will take place at Jenny Wiley State Resort Park's Dewey's Lounge at a cost of \$5 per person. Turf installation will start next Monday on the infields of the baseball fields. Over \$200k in grants were acquired to start the project and a substantial portion of the labor will be completed by City employees.</p> <p>Jill Hamlin announced that the 2022 APPY's final video product is almost complete. Individuals from Northern Ireland will be flying in to attend the 2023 APPY's on March 18th.</p> <p>Samantha Johnson announced that Big Sandy Community and Technical College has acquired funds to purchase a new projector for the Science Center.</p>	
Minutes Review	Rocky Rowe made a motion to approve the minutes from the meeting November 7 th , 2022. Ronnie Warrix seconded the motion, and the minutes passed unanimously.	

<p>Monthly Financial Report</p>	<p>Samantha Johnson first presented the October Restaurant/Transient tax collected which is deposited into our Community Trust Bank account. The total amount for October was \$86,903.83 with our portion totaling \$29,829.86. The bills for this month paid out of our People's Bank account totaled \$42,340.35 which includes credit card payment for Rosenberg Square purchases and Veteran Outdoor which are both part of the T-Mobile Hometown Grant, the Tom Whitaker exhibit, Jenny Wiley Festival radio ads. There is also a third check request in this month packet for the mural and reading nook in Rosenberg Square which is post dated for December 30th, 2022.</p>	<p>Rocky Rowe made motion to approve the monthly financials which Franky Valencia seconded and passed unanimously.</p>
<p>Director's Report</p>	<p>Samantha started by informing the Commission that our marketing is in full Holiday mode. Two more billboards were added with one in Pikeville and one in Allen featuring the Archer Park lights which are up nightly through New Year's Eve. The Kentucky Opry has three more shows this season. On this past Saturday night there were around 650 people in attendance and around four hundred at the Sunday matinee. The SOAR Gala will be held at the MAC in January.</p>	
<p>New Business</p>	<p>Samantha informed the Commission that our winter season Holiday campaigns are on all media sources including radio, digital, geofencing, iHeart Media podcasts, and YouTube ads. We also did another on location weather report from Archer Park.</p> <p>Samantha also told the Commission about the Cincinnati Bike and Trail Expo on March 11th. The cost of a 10x10 booth is \$200. She suggested that two representatives from Sugar Camp Trails and Brooke LeMonds attend the show. We will need to provide food and gas expenses for the representatives along with potential lodging for Brooke.</p> <p>Samantha informed the Commission that she plans to start</p>	<p>Cliff Latta made a motion to approve the cost of the Cincinnati Bike & Trail Expo including travel expenses & necessary lodging which was seconded by Rocky Rowe and passed unanimously.</p>

	<p>her maternity leave on January 9th or 10th, and it will continue through March 3rd. She asked that the Commission pay attention to the APPY's as it will be all hands-on deck. The Heartland pre-FAM tour takes place in March, and we will get the full list of participants mid-January. We still need to arrange transportation from Northern Kentucky to Pikeville and Prestonsburg. Our matching funds will need to be submitted in January which Brooke will take care of that submission.</p> <p>Prestonsburg, Pike County, and Paintsville Tourism have been working on the official permanent historical registrar signage for Butcher Hollow which should be completed and installed in early 2023.</p>	
Old Business	<p>Samantha updated the Commission on the KTIA Fall Conference. She was officially given a seat on the KTIA Board of Directors for the next three years. The APPY's submission received Bronze for Event Development and we also received Bronze in the Video Marketing division for our Holiday commercial. In past years awards were given based on the tourism office's/organizations budget but now all tourism offices/organizations are judged together regardless of their budget.</p> <p>Samantha informed the Commission that the tentative plan for the mural in Rosenberg Square is installation, December 26th-31st (weather permitting). Independent Metal Works will start on installing the Reading Nook after the New Year. Samantha also told the Commission that she has plans to include a small stage area for acoustic sets, workshops, etc. Robert Daniels has been designing this stage area with ADA compliance. Robert's plan includes a low-profile stage, like a porch deck which is 15 inches high and 10ft x 15ft. There will also be a chess board on the stage. Robert's budget is</p>	

	<p>around \$5k for the stage construction including labor and materials. The cost of the chess set is around \$900. Samantha suggested that the remaining portion of the Hometown Grant from T-Mobile be allocated to purchasing a downtown sound system.</p> <p>Samantha also reminded the Commission that starting on January 1st, 2023, HB8 will go into affect requiring all campgrounds to pay a 3% transient tax.</p> <p>Samantha told the Commission that a Google Meet link will be included on all agendas going forward because this option must be available to the public and the Commission, by law.</p>	<p>Rocky Rowe made a motion to allocate the remaining funds from the T-Mobile Hometown Grant to the purchase of a downtown sound system. Ronnie Warrix seconded the motion and it passed with one nay.</p>
Next Meeting	January 5 th , 2023, at 12PM at the Mountain Arts Center.	
Adjournment	The meeting adjourned at 1:27pm.	Rocky Rowe made a motion to end the meeting which Ronnie Warrix seconded and passed unanimously.