

Prestonsburg Tourism Commission  
Meeting Minutes January 5<sup>th</sup>, 2023

PRESENT: Ronnie Warrix, Heather Owens, Cliff Latta, Tami Roarke, Jim Ousley (via Google Meet Barboursville, WV)
MEMBERS ABSENT: Franky Valencia, Rocky Rowe
STAFF PRESENT: Brooke LeMonds, Samantha Johnson (via Google Meet Prestonsburg, KY)
GUESTS PRESENT: Lauren McCoart, Devon Kidd, Steve Russo, Chrysta Ghent, Trinity Shepherd, Joe Campbell, Finn Owens
CALL TO ORDER: 12:04PM by Brooke LeMonds

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Chrysta Ghent with the East KY Science Center &amp; Planetarium announced that next Tuesday is Family Night at the Science Center and the last Tuesday of the month is Laser Night in the Planetarium.</p> <p>Joe Campbell with the MAC announced that they finished December strong with The Nutcracker and Billie Jean Osborne's Kentucky Opry. The Opry drew some of the largest crowds since 2018. The co-hosts for the 2023 APPY's are Lacey Roberts, who is a reporter with WLWT News 5 in Cincinnati and winner of Best TV Personality at the 2022 APPY's, and J.C. Phelps who is a Management Consultant with the KY Small Business Development Center, social media influencer, and owner/editor of JCP Eats. All categories are filled with entries and voting is open until January 13<sup>th</sup>. The APPY's will be held at the MAC on March 18<sup>th</sup>. The next show at the MAC will be James Gregory on February 4<sup>th</sup>.</p> <p>Trinity Shepherd, Park Manager at Jenny Wiley State Resort Park announced that all of the flood guests have moved out of the Lodge, although some are still residing in the cabins and forty travel trailers are occupied at the campground. The</p>	

	<p>staff is working extensively on getting dining and lodging reopened by mid-February and they are looking to resume all activities in 3-4 months. Trinity also added that repairs to the Lodge rooms look minimal, but some rooms will need a total overhaul. Last night the Park was recognized by Governor Andy Beshear for all the hard work done assisting with the flood.</p> <p>Lauren McCoart with Pikeville Tourism announced that they are in the process of opening a new visitor's center in the old Economic Development office in the train depot. They hope to be open by Hillbilly Days.</p>	
Minutes Review	Cliff Latta made a motion to approve the minutes from the meeting November 13 <sup>th</sup> , 2022. Ronnie Warrix seconded the motion, and the minutes passed unanimously.	
Monthly Financial Report	Brooke LeMonds first presented the November Restaurant/Transient tax collected which is deposited into our Community Trust Bank account. The total amount for November was \$66,705.83 with our portion totaling \$22,995.36. The bills for this month paid out of our People's Bank account totaled \$21,413.25 which includes credit card payment for Rosenberg Square purchases which is part of the T-Mobile Hometown Grant, full page ad in the spring 2023 Kentucky Waterways and Adventure Trails, and holiday commercials with WYMT.	Ronnie Warrix made motion to approve the monthly financials which Heather Owens seconded and passed unanimously.
Director's Report	<p>Samantha informed the Commission that we had a great response from the Holiday ad campaign. We had 58k Google impressions which is up 48k from November. We have an ad going in Group Travel magazine in February. Our marketing campaigns slow down January- early March when we will pick up speed with our campaigns. The SOAR Gala has been rescheduled for April 29<sup>th</sup> with their nominations being open now through January 31<sup>st</sup>.</p> <p>Samantha also informed the Commission that we have</p>	Cliff Latta made a motion to approve travel and

	<p>some upcoming travel for trade shows including the Cincinnati Boat, Sports &amp; Travel Show at the end of January, the Indianapolis Boat, Sports &amp; Travel Show starting mid-February, Downtown Knoxville Boat Show the first weekend in March, and EHN meeting in Elliott County on February 6<sup>th</sup>.</p>	<p>expenses for the upcoming trade show and meetings which was seconded by Tami Roarke and passed unanimously.</p>
Old Business	<p>Samantha reminded the Commission that she unexpectedly started her maternity leave 5 weeks early, so now she is planning to return to work on February 13<sup>th</sup>.</p> <p>Brooke informed the Commission that a new checking account with People's Bank has been set up for the ARPA funds that we received through Kentucky Tourism plus the 10% match that we had to contribute. She reminded the Commission that the account is non-interest bearing per the guidelines for the funds. Samantha added that the funds must be spent by December 2024. The funds can only be used for new marketing initiatives that have not been part of our marketing for at least the last three years.</p> <p>Samantha also updated the Commission on the mural at Rosenberg Square which will now be completed by early Spring due to unseasonably cold temperatures the last week of December. The final payments have been made for the downtown sound system, the stage area, and chess sets. Samantha said that when everything is complete, we will host a grand opening event. The wireless sound system for downtown has been ordered with 12-15 speakers which has remote control access that can be controlled individually.</p>	
Next Meeting	February 14 <sup>th</sup> , 2023, at 12PM at the Mountain Arts Center.	
Adjournment	The meeting adjourned at 12:32pm.	Ronnie Warrix made a motion to end the meeting which Cliff Latta seconded and passed unanimously.

