Prestonsburg Tourism Commission
Meeting August 11, 2026

PRESENT: Jim Ousley, Dwayne Moore, Tami-Roark Lowe, Phillip Hunt, Ronnie Warrix, Steve Russo and Rodney Gardner
MEMBERS ABSENT:
STAFF PRESENT: Brooke Lemonds, Jennifer Horsley
GUESTS PRESENT: MAC Director Joe Campbell, FCCC Executive Director Charly Grace, Floyd County Chronicle Representative Tony Fyffe with new representative Richard Anders, Patrick Davis with Middlecreek National Battlefield, Susan Scott with EKSC, and Don Fields with Profitness.
CALL TO ORDER: 12:23pm by chairman Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	Patrick talked about the upcoming Middlecreek National Battlefield events, celebrating the iconic battle in 1862. Events are set to take place the second weekend in September; 11th-13th. He told the story to those in attendance and spoke about how Prestonsburg was the hub of an important juncture between here and the pound gap, and quoting Daniel Boone who used to spend the Spring in the area of Salt Lick/David, Ky., as having said "this was one of the most God-awful places" he'd ever stayed but he kept coming back. Patrick asked for volunteers for the reenactment, including asking Jim Ousleys permission for his 15-year-old to participate. Charly spoke about the Floyd County Chamber of Commerce meeting and luncheon coming up at the Wilkinson-Stumbo Convention center on the grounds of Jenny Wiley State Resort Park. Taylor Iery, the park naturalist, is the speaker for the luncheon this month. Jenny Wiley is working hard to stay relevant while renovations continue around the park. Friends of Jenny Wiley volunteer organization is active with Taylors events and all are excited for the parks reopening in May 2027. Charly also reminded everyone of the Candidate Forum coming up on September 15th, being held at Gearheart Auditorium and emceed by Dr. Todd Brand.	

	Joe is excited about the 30th anniversary of the Mountain Arts Center, coming up in October. Ticket sales have begun at $19.96 each or 2 for $30, in honor of the year the MAC opened and the 30th anniversary. Great marketing concept! Susan says the East Kentucky Science Center is slowing down for the season, since school has started back. They had a great summer with an average drop in rate of 30-40 kids, for the science lessons held at the center this summer. She commented that the role of Director for the science center has not been filled, still open. Fall and Halloween events are being planned with the college and will be announced soon. She commented that the Perseid Meteor Shower is looking like it will be a really clear sky, without moonlight pollution. Don with Pro-Fitness reminded all in attendance that the Dawkins loop 62 mile race is coming up on September 5th, and that he would like a letter of recommendation for official bike route signage to be displayed throughout the passage trail for the Dawkins loop, designating that it is an official Ky Bike trail. He also reminded everyone of the dates for the Sugarcamp Enduro race and the Jenny Wiley Road Race; September 12th-13th and September 19th respectfully. He said he'll need a bit of help from the City of Prestonsburg on the road race, but that he'll reach out to the entities and set something up.	
Minutes Review	Motion to approve minutes made by Dwayne Moore, seconded by Phillip Hunt, with all in approval.	
Monthly Financial Report	Brooke presented the June 2026 Restaurant/Transient tax collected which is deposited into our CTB account. She broke down the details for the new Floyd County Chronicle representative. The total amount collected for May was $92,988.22, with our share being $32,026.01; including the monthly Administrative and Audit fees. Monthly bills came to $17,929.38, which included Payroll, monthly bills and utilities, and advertising for summer events. Motion made to accept financials by Phillip Hunt, with Dwayne Moore as second and all in approval	

New Business	Floyd County Chamber of Commerce relocation: The chamber lease is up in December 2026, Charly the chambers Executive Director, commented that she needs very little space and will look at purchasing a matching or similar storage building for event supplies, etc... The commission was on board with the move, stating "whatever tourism would like to do, we will do". Year to year lease beginning in January 2027 was agreed upon at $200 a month, and tourism and the chamber will figure out the details together on additional insurance(s), new signage, etc and bring it to the table at the next meeting. Jim Ousley began a conversation about the non-working powered sign on the corner of the tourism building, and Joe stated it used to be powered by and through the MAC. He would update it as he updated their marquee. Once the marquee stopped working, he turned this one off too. Jim asked about getting bids to re-furbish or put in a new and more modern working LED sign. Brooke said she would work on this and bring it up at the next meeting. Tourism may be able to reach out to Unisign to rebuild, so we may get a few bids; for new and rebuilt. KRS 61.810 (1)(f) – personnel: Executive Session was entered into at 1:09pm by a motion made by Dwayne Moore, seconded by Ronnie Warrix. Executive Session adjourned at 1:17pm with a motion made by Dwayne Moore, seconded by Phillip Hunt. Board Chair Jim Ousley let everyone know that the session was to discuss a 5% wage increase for Jennifer Horsley. The motion to accept the increase was made by Phillip Hunt, seconded by Dwayne Moore, with all in approval.	

Old Business	All sponsorships voted upon or tabled from last meeting were approved by the grant committee. Approvals follow: Middlecreek National Battlefield reenactment Sept 11-13th: $2,000 cash and $2,000 advertising. Fire Departments Fireworks 4th of July 2026 approved for $10,000. Jenny Wiley Festival approved for $5,000 cash and $5,000 advertising. Kent Rose Foundation-Arm Drop Dragz 2026 approved for the same funding as in previous recent years of $15,000. The motion was made by Rodney Gardner, seconded by Phillip Hunt and approved by all.	
Directors Report	All updates for the reprint of the tourism brochure have been sent in. Same brochure just revamped. Brooke said we are looking to revamp www.prestonsburgky.org as well soon. It is up-to-date currently. We are also in talks with WKYT/Fox56 about new digital ads package(s) and will have update at next meeting. Upcoming events include Cornbread & Chaos August 14th, Golf Cart Day Saturday, the 15th, Kentucky State Fair the 20th-30th, the Bluegrass Mountain Cup on September 12-13th, and the Jenny Wiley Road Race September 19th. Also coming up is the Jenny Wiley Festival October 7-10th. Travel to the State Fair was approved with a motion made by Phillip Hunt, seconded by Ronnie Warrix with all in approval. Travel was also approved for Jennifer to attend the American Bus Association (ABA) travel show in Calgary, CA February 6-9, 2027 with a motion made by Phillip Hunt, seconded by Rodney Gardner and approved by all, with an estimated cost of $3,000 to attend, including flight and lodging. Brooke is working on golf show(s) attendance with Brad Reynolds, the GM at Stonecrest Golf Course. They are talking about getting back to the Pennsylvania area to promote. Pittsburgh is a great market for our area, and we can promote PRESTONSBURG over that areas own Stonecrest Golf Course, same name as our prestigious course. The Kentucky Travel Industry Conference (KTIA) is coming up in November, 2026. Jennifer submitted the 'alien commercial' for the	

	Traverse Awards. Motion to attend was made by Dwayne Moore, with Phillip Hunt seconding and all in approval.	
Next Meeting	Next meeting date is September 8, 2026 @ Noon – Location TBD	
Adjournment	Motion to adjourn: 1:18pm by Rodney Gardner, seconded by Ronnie Warrix, with all in approval	