**Stanton Tourism & Convention Commission**

Regular Meeting

Stanton City Hall

March 19, 2018

5:30pm

**In Attendance**

Mayor, Dale Allen                Kim Tharpe

Joey Casey                    Ethan Moore

Scott Graham                    Annie Kinser

LeAndre Knox

Guest: Lisa Mays, Kayla Carroll, Rhonda Roe

**Call to Order**

Chairman, Kim Tharpe called the meeting to order and welcomed the public.

**Corn Festival**

Lisa Mays presented Grant Application as a representative for the Corn Festival to be held in August. As the chairman of the Powell Action Committee, Mays will be the new director of the festival. The application requested $5,000.00 from the STCC.

A thorough, itemized budget was presented as Mays explained changes and ideas the Powell Action Committee has to reinvent and revitalize the festival. Total expenses of the festival total $12,355.00. After 2017 festival, $1854.19 remained in account after all expenses were paid. At time of committee meeting, ending balance of festival account was $1560.79. This total represents current balance, after website expenses.

The board has attempted to utilize the website for vendor applications in order to cut out excess postal fees. A PDF application was emailed to every vendor from the past five years. Only participants who did not have email on file were mailed a paper application, totaling 30 vendors. Website is [www.cornfestivalky.com](http://www.cornfestivalky.com). The committee also plans to utilize Facebook for advertising.

The board has reduced food vendor fees and is offering discounts to local vendors to incentivize participation. The Powell County Farmers Market members will be invited to set up without vendor fees. Mike Reed, president of the Farmers Market has offered to provide corn for the Corn Eating Contest and sell cooked corn during the weekend. This change will also cut out cook fee previously paid to cafeteria employees for preparation.

The PAC were previously granted permission from the Powell County Tourism board for the use of their stage and plan to have a concert on the baseball field, around the walking park or on the football field. They intend to purchase decorative lighting to have strung through the park. The layout of the festival will change in attempts to have more people walk through the entire festival.

Jackie and Julie Clark will setup and organize the 5K.

The Powell Action Committee has already obtained event liability for the festival. Although the city insurance covers the park and grounds, they will be double covered for the event. They have budgeted for a one million dollar standard policy. Will supply certificate.

Although in the past Music in the Park has been cancelled on Thursday, the new festival committee has proposed and requested that it be moved to the Friday night during setup to extend hours to vendors and serve as a kickoff to the event with local entertainment. This would give vendors incentive to set up early as there would already be foot traffic throughout the park. Ethan Moore to contact Jessica Begley regarding schedule change.

Joey Casey made the motion to approve $5,000.00 request. LeAndre Knox makes the second. Vote passes unanimously. Ethan Moore abstains from vote as he serves as a board member for the Powell Action Committee and is a paid contractor (WSKV) for the festival.

**Change in Grant Application Requirements**

Commission expresses concern that they are often not given enough time to read over, research and make sound decisions in regards to grant applications. As there have been issues in the past with applicants coming to the meetings ill prepared without all line items filled out, Ethan Moore makes a motion to require a ten day submission window so the commission can have ample time to read over and discuss. The application will be updated online with modifications, including an EIN requirement and 501 c3 number (tax exemption) when applicable. Annie Kinser seconds motion. Motion passes unanimously.

**Healthy Places Healthy People**

Mayor Dale Allen invites STCC to attend a training provided by Healthy Places Healthy People. Training will be held on April 9th and 10th at the Powell County Extension Office. All commission members are encouraged to attend to learn important marketing techniques and hear downtown growth development suggestions.

**Hiring Process & Advertisement**

The job description for the part-time Stanton City Tourism Director will be posted in the Clay City Times during the week of March 20th. Deadline to apply will be April 9th, allowing a week notification. Applications must be completed and turned into the city office. Ethan Moore suggests running a sponsored ad on Facebook. WSKV will generously run the ad on their station without charge. Moore recommends Annie Kinser design Facebook ad and makes a motion to add $150.00 for sponsored ad on Facebook with a geolocation of 100 miles, targeting male and female applicants within the region and closest zipcodes to generate more exposure and generate a broader reach. Joey Casey seconds the motion. All in favor. Annie Kinser will create ad. A special meeting will be held on April 10th at 6:30 at City Hall to review and discuss applicants.

**Change in By Laws**

Ethan makes a motion to change the STCC meetings back to their original time. This would change the meeting times from the third Monday of the month to the third Tuesday at 6:30. Annie Kinser seconds. All in favor. Second reading will be at next meeting.

**Music In the Park**

Jessica Begley will be in attendance for April 10th meeting to discuss upcoming season. Commission discusses reformatting the program and will provide a clear job description and expectations for the summer session. As it is, Music In the Park does not have to submit formal grant application as they are contracted through the STCC. Committee expresses concern about Open Mic during Music in the Park and plan to provide guidelines. STCC would like to talk to Parks and Recreation to partner with hanging string lights throughout the park. Could also help with festivals and events, including Corn Festival.

**Special Meeting**

A Special Meeting will be held April 10th. Topics on agenda include the review of STCC part- time director applications, a second reading of by-law change and restructuring of Music in the Park. A regular meeting will be held April 17th at 6:30 at City Hall.

**Adjournment**

Annie Kinser made a motion to adjourn, seconded by LeAndre Knox. Motion carried 5-0.

**Stanton Tourism & Convention Commission**

BY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

      Secretary, Chelsea Nolan

**Approval of Minutes**

I certify that the foregoing minutes were duly approved by the Stanton Tourism & Convention Commission at a meeting held on the date stated below:

BY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

     Chairman, Kim Tharpe

Date Approved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_