**Stanton Tourism & Convention Commission**

Special Meeting

Stanton City Hall

March 7th, 2019

6:30pm

**In Attendance**

Joey Casey                    Susan Watson

Annie Kinser Mayor Dale Allen

LeAndre Knox Scott Graham

Miranda Fallen Ethan Moore

**Call to Order**

Annie Kinser calls the meeting to order and welcomes the public and committee .Kinser asks if the commission has had time to review the minutes and bank statements from the January regular meeting. Kinser comments in regards to the account balance change. Moving forward, the regular Whitaker Bank account will hold $5000.00 at all times. The remaining balance will roll over into an interest accruing account. Joey Casey makes a motion to approve. LeAndre Knox seconds. All in favor; 1-15-19, minutes and bank statements approved.

**Videography Payment**

Annie Kinser requests a motion to approve the invoice for Jon Skidmore and the production of the Blessings Floral Design promotional video. LeAndre Knox makes a motion to approve the existing invoice and pre-approve all upcoming videos up to $600.00 per video. Joey Casey seconds. Joey Casey – yes, Annie Kinser – yes, LeAndre Knox – yes, Susan Watson – yes. Motion approved. Ethan Moore was not yet in attendance.

**Spring Gorge Guide Printing Update**

Susan Watson, who attended the Regional Gorge Guide meeting at City Hall, updated the commission on the rebranding project. The proposal includes a color coded edition with a legend in an attempt to geographically organize the information. New logos will also be included as well as website updates. Alight Marketing will be responsible for gathering all information for the publication. The initial expense of the design for the rebranded publication is $10,000 to be shared among regional members. Printing expenses are not included in initial cost.

Miranda Fallen of Powell County Tourism introduces herself as a full time employee of the county board. Fallen suggests doing a county only publication, of which to include both entities of Stanton and Clay City. Fallen’s proposal would involve a complete rebranding and step away from the regional publication. Ethan Moore expresses interest in continuing the regionalized approach with the rebranding proposal from Alight Marketing Agency. Susan Watson advises that the STCC moves forward with the existing rebranding project and reassess next year, allowing other entities to budget throughout the year to prepare for the expense.

A second meeting regarding the Gorge Guide will be held March 5th at 6:30pm at the Slade Visitors Center where regional representatives will come forward with financial commitments for the project.

**Update on STCC Storage Building**

Mayor Dale Allen informs the commission that the gravel has been laid and construction will begin on the storage building as soon as the weather breaks.

**Bourbon Barrel/ Spring Décor**

LeAndre Knox updates the commission on the progress of the bourbon barrel décor. If 30 or more are purchased, a discount is given to the overall order. Barrels are $55.00 each. $3000.00 has previously been approved for the project. Joey Casey and Ethan Moore agree to pick up and transport the barrels with a UHAUL rented by the STCC. Annie Kinser makes a motion to approve $250.00 for the rental of the UHAUL. Susan Watson seconds. All are in favor.

Miranda Fallen suggests that the Powell County Tourism board and Clay City Tourism Board may also be interested. Susan Watson adds that she will make contact with both the Ag and Art Department to assist with planting and painting of the Exit 22 logo on each barrel. LeAndre Knox has already contacted Ashley DelRosario who designed the logo and will be creating the stencil. LeAndre Knox will continue to move forward with the logistics and organization.

**14th Regional Tournament**

Mayor Dale Allen informs the STCC that the Powell County High School is hosting the boys regional basket ball tournament and would encourage the commission to have a presence at the event. Sponsor, Darrel Billings has invited the commission to set up in the hospitality room to welcome guests.

Joey Casey makes a motion to approve $500 for the event. Approved amount will cover the cost of banners and refreshments/cookies to be given out during the weeklong event. LeAndre Knox seconds the motion. Joey Casey – yes, Annie Kinser – yes, LeAndre Knox – yes, Susan Watson – yes, Ethan Moore –abstains. Motion passed.

Annie Kinser will contact Jess Lynn Dooley to create “Exit 22” and “Explore Stanton” cookies for the event. Kinser will also order banner from Midnight Screen-printing.

**Review of Part Time Director Applications**

Members review five applications for the position of Part Time Director. Ethan Moore makes a motion to interview all five applicants. Susan Watson seconds the motion. All in favor. Ethan Moore adds that he would like to see a body of work from each applicant that would include a mock plan for an event, a flyer, and a social media campaign they have created/managed. Moore will be responsible for speaking with Stephanie Faulkner, City Clerk, to inform applicants of requirements. Letters will be sent to each applicant inviting them to interviews to be held March 7th at 6:30 at Stanton City Hall. Interviews will be held in twenty minute increments.

**Adjournment**

Susan Watson made a motion to adjourn, seconded by LeAndre Knox All in favor. Meeting adjourned.

**Stanton Tourism & Convention Commission**

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

      Secretary, Annie Kinser

**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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_