**Stanton Tourism & Convention Commission**

Special Meeting

Stanton City Hall

June 27, 2017

6pm

**In Attendance**

Mayor, Dale Allen                Kim Tharpe

Joey Casey                    Ethan Moore

Scott Graham                    Annie Kinser

Brian Morton                Evelyn Faulkner

Lisa Johnson                        Eric Briscoe

**Call to Order**

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

**Approval of Minutes**

Ethan Moore made a motion to approve the Meeting Minutes from May 9, 2017 and June13, seconded by Annie Kinser. Motion carried 5-0.

**New Business**

**Little League Request**

Eric Briscoe of the Powell County Little League Association came forward to request support from the commission to provide informational packets, pamphlets and marketing material for traveling teams entering the area during summer months. Packets would be directly mailed to coaches to distribute to parents before visiting. Packets could include tourist attractions, where to eat, where to stay and shop. Commission agrees of importance the league is to community. Ethan recommended that direct mailing would be easiest way to provide information and requested more accurate numbers for funding approval. Funding application was given to be filled out and submitted. In the meantime, Ethan will meet with Eric to give current publishing of the “Gorge Guide” to be sent in packets.

**Review of Budget**

Revised budget distributed to commission by City Attorney, Scott Graham. Ethan Moore made a motion to approve the final reading of Budget for FY 2017-2018. Chairman, Kim Tharpe seconds motion to approve. Motion carried 5-0, budget passed.

**Corn Festival**

Evelyn Faulkner presents itemized Annual Operating Budget for the festival and formally submits funding request form. Request is for $5,000.00 to go toward operating costs of festival production. Evelyn explains that the total requested is separate from concert and car show. Ethan Moore asked what funding was received last year from the Powell County Tourism Commission. $2,500 had been granted in years past.

At time of meeting, $9,844.41 is ending bank balance for the Corn Festival Account and Evelyn explained that it takes over $10,000 to put it on. Many expenses had already been paid, but outlying expenses still remain. Evelyn also made announcement that this will be her last year as chairman of the festival and is in discussion with the Kiwanis Club to take over.

Chairman, Kim Tharpe stated that she is more comfortable with the initial request received during a previous meeting of $3,500.00 as we are a new board with limited funding at this time. This would still be significant increase in funding from previous years.

Joey Casey makes motion to approve $5,000.00 for Corn Festival. Motion went without second.

Annie Kinser makes motion to approve $3,500.00 for the Corn Festival with the agreement of $500 of the funding to go towards advertising and website build out with the help of Chelsea Nolan, as previously discussed. Kim Tharpe seconds the motion. Motion carried 4-0. Ethan Moore abstained as he is a paid contractor of the event. Motion passed; check to be made as soon as Chelsea and Kim can convene for check signing.

Mayor Allen requests that Music in the Park be cancelled the week of the Corn Festival so vendors can easily set up. Commission agrees. Ethan Moore is to contact Jessica Begley about scheduling.

**Visa Payment**

Kim Tharpe makes motion to approve payment on current Visa bill of $324.06 which went toward website production and startup. Brian Morton seconds the motion. Motion passed unanimously, 5-0.

**Kentucky Cabinet for Economic Development**

Ethan Moore introduces guest speakers Jay Hall (Tourism, Arts & Heritage Cabinet) and Kristina Slattery (KY Cabinet for Economic Development). They explain the resources and tools available through the state government and offer themselves to be of assistance in supporting to help determine what resources are available, what the city offers and how we can successfully market ourselves to grow interest in our area.

Kentucky Extranet is discussed where the commission can upload and update events and attractions on Kentucky Tourism site to the state calendar. Possible promotional tool to be used in the future.

To complete visioning process led by Jay Hall, each member presents their three top goals for the board. Ideas are presented for both short and long term. After discussion and analysis, it is determined that our most significant and important short-term goal is to generate marketing materials including pamphlets, brochures, bumper stickers and decals, to be dispensed immediately.

Long term goal is to reposition the Train Depot and former Burke Parsons and Bowlby industrial building as a venue for community use. Property could be used for concerts, farmers market, vintage markets, craft shows, and benefits. This venture is supported as the most beneficial project for the city by the commission. Frankfort representatives inform commission that this project would be eligible for tourism incentives provided by the state. Mayor Allen will assist in setting up meeting with Industrial Board for further discussion.

Digital signage is also discussed as priority. Brown signs to indicate tourist attraction distributed by the state are suggested by cabinet representatives. Ethan Moore agrees he will look further into application process.

Before convening, informal subcommittees are made. Kim, Annie and Ethan agree to volunteer to go to meeting in Frankfort with Commissioner Branscum, Kentucky Travel and Tourism Cabinet for branding discussions. Kim will be investigating further on zoning for signage with the help of Joey. Brian Morton will begin discussions with Beechfork Water Board for talks of using reservoir as site for catch and release tournaments.

**New Member Appointment**

Ethan Moore asked Mayor Allen if a formal resignation had been received from former commission member, Joe Bowen. No formal action had taken place. Mayor Allen explained that no new appointment had been decided upon at this time.

**Next Meeting**

The next regular Stanton Tourism & Convention Commission meeting will be July 11, 2017 at 6pm at Stanton City Hall.

**Adjournment**

Annie Kinser made a motion to adjourn, seconded by Kim Tharpe. 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_