

Stanton Tourism & Convention Commission

Regular Meeting
Stanton City Hall
January 15, 2019
6:30pm

In Attendance

Joey Casey	Kim Tharpe
Annie Kinser	Ethan Moore
LeAndre Knox	Scott Graham
Dale Allen	Josh Nolan
Susan Watson	

Call to Order

Kim Tharpe calls the meeting to order. Joey Casey is sworn in for a second term of three years by City Attorney, Scott Graham.

Chairman, Kim Tharpe asks if the commission has had time to review the minutes from the December 18th, 2018 regular meeting. LeAndre Knox makes a motion to approve. Joey Casey seconds. Ethan Moore abstains as he was absent from the previous meeting. All in favor; minutes approved.

Update on STCC Storage Building

Mayor, Dale Allen informs the STCC that he had previously met with board member Brian Morton to select the location behind City Hall for the placement of the storage building. City workers helped level the selected location and Mayor Allen will arrange for gravel to be delivered. The Mayor informs the board that as soon as this step takes place, CKR Pole Buildings will begin construction.

Hiring Process of STCC Part Time Director

Kim Tharpe asks the commission if they have any concerns with the existing job description. No members vocalize concern. Chairman states she sees no reason at this time to make adjustments and asks Scott Graham, City Attorney, if the job listing for the Part Time Tourism Director can go ahead and be posted in the Clay City Times. The cutoff date for applications is set for February 15th before 3:30pm at Stanton City Hall. Graham agrees to make the posting in the CCT as well as surrounding county papers to advertise the position. Commission agrees to post in Winchester, Estill, Wolfe and Montgomery counties. The listing will also be posted on indeed.com. The application will solely be completed and turned in manually at City Hall without the option to electronically apply.

Spring Gorge Guide Decision

As the STCC had previously expressed concern about the Spring Gorge Guide, Chairman, Kim Tharpe suggests that the STCC possibly skip the Spring printing to allow time for revision and

editorial updates. Annie Kinser reminds the board of a recent high quality pamphlet presented to the board by Ethan Moore. Jessica Stevens of Estill County, a contact of Moore's, is the creator of the publication and currently serves as the Estill County Part Time Tourism Director and the owner of "Alight Marketing Agency." Ethan Moore will contact Stevens to discuss the option of privatizing a handout to be created solely for Stanton/Exit 22. He will update the commission on a time she could possibly be available for discussion at a Special Meeting. All members are in agreement to make plans to attend based upon her availability.

Chairman, Kim Tharpe inquires if the commission would be in agreement to reduce funding contribution to the Spring Gorge Guide and would like to set up a meeting time with Deidre Brandenburg with representatives from each tourism board to work toward a common goal.

Tharpe notes that from a personal stance, she has seen that tourism has tremendously impacted her business and has seen an overall economic boost. She indicates that she has seen an increase of sales throughout winter months due to the influx of tourists and comments on the change from visitors only visiting seasonally. Tharpe notes the importance of the publication and that the commission should indeed be a part of providing information to visitors.

Jon Skidmore: Video Content

Annie Kinser presents an invoice to the commission for the holiday greeting video produced and created by Jon Skidmore. Kim Tharpe suggests moving forward with the production of promotional local business videos. The board discusses that fair selections of highlighted businesses need to be made. Scott Graham recommends sending a letter to each business that currently has filed an Occupational License at City Hall. The letter would invite businesses to take part and ask them to reach out to the STCC if interested in participating. Restaurants and businesses that pay the tourism tax would be given first selection. Commission agrees to move forward in February with Blessings Floral Design, Crabtree's Candy and Billings Drug Store.

Christmas Décor

Mayor Allen recommends that the board purchase Christmas décor for 2019 early in the year as many websites and wholesalers have their holiday items on sale. Kim Tharpe makes a motion to pre-approve \$5000.00 for 2019 Christmas expenditures. LeAndre Knox seconds the motion; all in favor. Annie Kinser is selected to continue with purchases.

Music Festival/Event: Josh Nolan

Kim Tharpe invites Josh Nolan to present to the commission. Nolan, a local singer and songwriter expresses interest in hosting a recurring music event in Stanton. Nolan is planning an album release in Lexington but would like to do a local show. He indicates that Irvine has a thriving music scene but informs the commission that most artists involved are from Stanton. Nolan would like to create some momentum for a Stanton homecoming show to generate interest here in our area. Nolan also says he has connections with Lexington breweries that would possibly be interested in setting up during shows and events. Annie Kinser asks if Nolan has a vision for where the event would be held. Nolan indicates his initial vision was to seek

permission to use the old train depot at the Burke Parsons and Bowlby cresol plant. The commission agrees and updates Nolan on their recent conversation with the Powell County Industrial Board. Scott Graham will contact the Industrial Board regarding their next meeting to see if the STCC may attend to further discuss the possible purchase, lease, or use of the property. Nolan will try to attend with his manager and present a finalized proposal for the event.

Greater Clark Foundation

LeAndre Knox informs the board that she has been in contact with a representative from the Greater Clark Foundation. The foundation assists communities and organizations with 90 day grants. Knox has been asked by the Executive Director to arrange a meeting time to discuss possible grant opportunities for Stanton. Knox will update the commission with a time and date for meeting. All members are welcome to attend.

Election of Officers

Joey Casey makes a motion to re-elect Annie Kinser as the Secretary and Treasurer for the Stanton Tourism & Convention Commission. Susan Watson seconds the motion. Motion comes to a vote. Susan Watson- Yes, Joey Casey- Yes, Annie Kinser – Abstains, LeAndre Knox – Yes, Kim Tharpe – Yes, Ethan Moore – Yes.

Annie Kinser remains in the position of STCC Secretary and Treasurer.

Susan Watson makes a motion to reelect Kim Tharpe as the Stanton Tourism & Convention Commission Chairman. Annie Kinser seconds the motion. Motion comes to a vote. Susan Watson- Yes, Joey Casey- Yes, Annie Kinser – Yes , LeAndre Knox – Yes, Kim Tharpe – Abstains, Ethan Moore – Yes.

Kim Tharpe remains in the position of STCC Chairman.

Next Meeting Time

Regular meeting is set for February 19th at 6:30 at Stanton City Hall. Ethan Moore will update the commission if a special meeting is needed to discuss new marketing materials.

Adjournment

Annie Kinser made a motion to adjourn, seconded by Joey Casey. All members are 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: _____