

Stanton Tourism and Convention Commission

Regular Meeting

Depot Office 164 North Main Street

February 18th, 2025

6:00 PM

A regular meeting of Stanton Tourism and Convention Commission was held February 18<sup>th</sup>, 2025 at the Depot Office located at 164 North Main St., Stanton, KY. It began at 6:00pm and was presided over by Chairman Mike Briggs with Sarah Johnson as Secretary recording minutes.

Attendees

Voting members in Attendance: Chair Mike Briggs, Secretary Sarah Johnson, Commissioner Joey Casey, Vice Chair Vicky Brown, Treasurer David Johnson, Commissioner Jodie Brandenburg, Commissioner Eric Broom

Others in attendance: Director Hugh Stump III

I. Call to Order

Chair Mike Briggs called the meeting to order at 6:00pm

II. Approve Agenda

Motion made by Vicky Brown to approve agenda. Seconded by Eric Broom.

All in Favor  
Motion Passed

III. Approval of Minutes

Motion made by Vicky Brown to approve minutes, seconded by David Johnson approving minutes from January 21<sup>st</sup>, 2025 regular meeting minutes.

All in Favor  
Motion Passed

IV. Financial Report

David Johnson reports on budget and finances.

V. Tourism Director Report

Director provides update on activities and goals for Stanton Tourism.

- a. Discussion with Eric Hubbard of Backroads of Appalachia regarding 2025 Drift Appalachia event. Sponsorship request to be submitted for June 13-14, 2025 drift event & community event
- b. Discussion with Stanton Planning and Zoning regarding Short Term Rentals
- c. Services received at Drive in have been canceled to include Rumpke, Water and utilities

- d. Contact with WSKV regarding advertising
- e. Booked attendance at KTIA Conference to be held March 5<sup>th</sup> & 6<sup>th</sup>
- f. Discussions with Luke Bogner of KY Toyota Land Cruiser Association regarding possible partnership with Daniel Boone Backcountry Byway for an event held in Stanton
- g. Final arrangements for movie screen to be utilized at Bigfoot Festival.
- h. Toured City Park with Miranda Fallen of Stanton Parks and Recreation for Bigfoot Festival logistics
- i. Discussions with Powell County Tourism director Pete Ferguson- Update of Red River Gorge Brochure
- j. Discussion with Somernites Cruises potential partnership for event in Stanton for 2025
- k. ASCAP/BMI Invoices sent to Miranda Fallen of Stanton Parks and Recreation.
- l. Attended Fiscal Court introduction of Bigfoot Festival
- m. Attended City Council introduction of Bigfoot Festival
- n. Attended Red River Gorge Chamber of Commerce Meeting
- o. Updated Restaurant Tax letters
- p. Attended Bigfoot Festival committee meeting at Natural Bridge State park, touring dining area at the Woodland Center for RRG Bigfoot Fest VIP Dinner.

Short term Goals:

- a. Begin RFP for new website
- b. Located graphic designer, develop new branding plan
- c. Update and monitor Grant Guidelines program
- d. Research state tourism grant opportunities for website and advertising
- e. Research grant opportunities for firehouse project
- f. Investigate STR code, compliance and collection
- g. Investigate Restaurant Tax compliance and collection

Mid-term

- a. Develop and publish new website with new branding plan
- b. Create July 2025 – September 2026 Advertising/Marketing/Promotional plan

Motion made by Jodie Brandenburg for Hugh Stump to attend KTIA conference March 5<sup>th</sup> and 6<sup>th</sup>. Seconded by Joey Casey.

All in favor  
Motion Passed

Motion made by Sarah Johnson to assign Hugh Stump as representative to serve on the Eastern Highlands South Region Tourism Committee for a two-year term beginning July 1, 2024 through June 30, 2026. Seconded by Jodie Brandenburg.

All in Favor  
Motion Passed

VI. Sponsorship Request Red River Fest

Laura Gregory in attendance on behalf of Friends of Red River/Kentucky Waterways Alliance. Requesting \$5000 sponsorship for Red RiverFest.

Motion to table made by Jodie Brandenburg. Seconded by Joey Casey.

All in Favor  
Motion Passed

VII. Powell County Health Department Community Walk

Representative from Powell County Health Department in attendance advising of Community Walk to be tentatively held on May 3<sup>rd</sup>. Requesting assistance from STCC. Advised that financial support in form of grant or sponsorship must be for events that are related to tourism. Discussion of holding a 5k, attracting those other than locals. Board members Vicky Brown and Jodie Brandenburg offered their contact information in order to help plan a successful event.

VIII. Kentucky Dragway Sponsorship Request

Carrie Sipple in attendance representing Kentucky Dragway. Requesting three sponsorships each in the amount of \$5000 for three separate events. 1<sup>st</sup>- Octane Night every 3<sup>rd</sup> Saturday from April through October, 2<sup>nd</sup>- July 4<sup>th</sup>/5<sup>th</sup> 2025 Fourth of July Event, 3<sup>rd</sup>- July 11<sup>th</sup>-13<sup>th</sup> 2025 Drag N Drive event.

David Johnson makes a motion to table. Seconded by Vicky Brown.

All in Favor  
Motion Passed

Mike Briggs makes a motion to take a 10 minute break at 7:30pm. Seconded by Sarah Johnson.

All in Favor  
Motion Passed

Jodie Brandenburg makes a motion to return from break at 7:40pm Seconded by Vicky Brown.

All in Favor  
Motion Passed

IX. Drift Appalachia Sponsorship Request

Sponsorship Request to be submitted.

X. Discuss Parks and Recreation Storage Building

Stanton Tourism Committee was informed that Parks and Recreation voted to split costs of a temporary storage building for the ice rink, lights and other décor related to WinterFest and other events until a more permanent structure was erected.

Motion made by Vicky Brown to split the cost of a building that has already been delivered to Stanton Park with Stanton Parks and recreation for a duration of two months. Seconded by Joey Casey.

All in Favor  
Motion Passed

- XI. Dept of Local Government/SPGE Compliance Status  
Update provided by Mike Briggs that Stanton Tourism Convention and Commission is now in compliance.
- XII. Bigfoot Festival Update  
Discussion
- XIII. Update on Drive-In Lease  
Utilities, waste management accounts have been closed at the drive in. Rumpke notified that cans need to be picked up. Discussion regarding remaining items in storage bays and concession building.
- XIV. Firehouse Update  
Discussion. Mayor to have city's property removed from the firehouse by mid-March. Vicky Brown to continue with gathering quotes for the replacement of the firehouse roof.
- XV. New Business  
Discussion

Motion made by Vicky Brown to go into closed session to discuss financial and personnel matters. Seconded by Sarah Johnson.

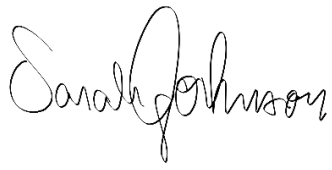
All in Favor  
Motion Passed

Moved in to closed session at 8:44pm per KRS. 61.810(1)(f)

Motion made by Joey Casey to exit closed session. Seconded by Eric Broom.

All in Favor  
Motion Passed

- XVI. Adjournment  
Jodie Brandenburg makes a motion to adjourn. Seconded by Eric Broom. Meeting adjourned at 9:34pm.

A handwritten signature in black ink that reads "Sarah Johnson". The script is cursive and fluid, with the first name "Sarah" and last name "Johnson" written in a single continuous line.

Secretary Sarah Johnson  
Stanton Tourism and Convention Commission  
March 18<sup>th</sup>, 2025