

MINUTES

TOURISM, HISTORIC PRESERVATION AND RECREATION ADVISORY COMMITTEE

(THRAC)

January 12, 2021

The January 12th meeting of the Tourism, Historic Preservation and Recreation Advisory Committee (THRAC) was held via a “Zoom” video conference call. The meeting was made public through advertisement on the BGADD Facebook page and website.

In attendance were:

Kendall Clinton, Anderson County	Phil Seyfrit, Madison County
Betty Ann Allen, Bourbon County	David Jones, Madison County
Jamee Peyton, Boyle County	George Ridings, Madison County
Martha Caywood, Boyle County	Josie Hollon, Powell County
Leanna Comer, Clark County	Ovie Hollon, Powell County
Nancy Turner, Clark County	Kim Rice, Scott County
Jessica Stevens, Estill County	Emily Downey, Woodford County
Bill Marshall, Fayette County	Mayor Bruce Fraley, Chair, City of Berea
Robin Antenucci, Franklin County	Shane New, BGADD
Ann Northcutt, Franklin County	William Henderson, BGADD
Paul Bradford, Jessamine County	Natalie Flores-Esquivel, BGADD
Jane Vanhook, Lincoln County	

The meeting was called to order at 10:03 a.m. by Chairman Fraley, who introduced himself and welcomed the Committee members. We also welcomed Jamee Peyton (Interim Executive Director for Danville/Boyle County CVB) into the THRAC community.

The business portion of the meeting was called to order at 10:06 am. The Mayor requested a motion to approve the November meeting minutes. The motion was made by Robin Antenucci and seconded by Josie Hollon, then carried by a unanimous show of hands.

Old Business: The Following was Discussed Related to Recent Regional Press Articles:

- Mayor Fraley asked the committee members to bring up any recent press attention that tourism and recreation might have received in their communities.
 - Kim Rice (Scott County) shared with us that WLEX did a segment on their Pavilion Facility, where fitness and utilization of the facility was encouraged. Especially for

individuals who made fitness and health a New Year's resolution. COVID safety was emphasized as well during this press coverage.

- Betty Ann Allen (Bourbon County) mentioned that Channel 36 featured Bourbon County's tourism commercial, and in November the Chamber ran a Shop Local commercial for Paris. There were also multiple businesses promoted on the *Hometown Tours* segment for Channel 36. There was also local press coverage on a downtown quilt show from January 15th – February 6th.
- Jane Vanhook (Lincoln County) shared that Lincoln County's William Whitley House volunteers won the Kentucky History Award for Volunteers through the Kentucky Historical Society and received a personal letter from the Governor. Craig Stewart Day took place as well where the book, *Blades that Shaped America*, was promoted for a local author. There was also coverage on a grant received for trails in the community.
- Kendall Clinton (Anderson County) mentioned a movie, *Will There Be Women At My Funeral*, that was recorded in Lawrenceburg that premiered recently at the Louisville International Festival of Film. It actually won the award for *Best Short Film* at the festival.
- Jamee Peyton (Boyle County) shared that their local art center is doing a huge 3 month long exhibit with virtual field trips showcasing black art and focusing on diversity. This exhibit will also be used to promote and educate visitors on black history.

It was announced that the following are upcoming events in our local communities:

Mayor Fraley requested that he be allowed to ask for updates from each committee member via roll-call.

- Bourbon County:

- Betty Anne Allen shared with us that Hopewell Museum is collecting pictures and other memorabilia to showcase Black History in their community.
- A Warm Winter Welcome: The Art of Quilting will take place from January 15th to February 6th. This will give the community something safe to do during the winter season. There will also be a silent auction where money will be raised and given to The Well.

- Scott County:

- Kimberly Rice shared that back in December when the state went into Phase 2 for COVID-19, that 62 employees were let go for a month. They are slowly hiring back their employees now, but it did have a devastating impact financially. No upcoming events due to there not being enough staff.

- Franklin County:

- Robin Antenucci shared that there are plans in April to host the Frankfort Con cosplay event and also the Bourbon and Brown event which will be virtual this year.
- The Grand Theater hopes to do live shows as well.

- The City of Frankfort has some strategic plans going on regarding art and parks in the community.
- Anderson County:
 - Kendall Clinton shared that the community hopes to introduce a Rail Trail. The city hopes to begin construction soon, with the trail being available by the end of the year.
 - Both distilleries in town have suspended tourism tastings.
 - No big events in the immediate future but shopping local is currently being promoted in the community.
- Clark County:
 - Nancy Turner shared that Winchester is optimistic that they will still have the opportunity to host events, including the Beer Cheese Festival and the Daniel Boone Pioneer Festival.
 - Currently working on a marketing plan to match their budget to help with Tourism in their region with a focus on taking trips during the day.
 - Nancy also shared the legislative priorities for the KY Association of CVB and the KY Tourism Industry Association.
- Lincoln County:
 - Jane Vanhook shared that Stanford has their Daffodil Day where they planted Daffodils all throughout the downtown area. A flower show is in the planning stage where people can be uplifted through the presence of the flowers.
- Madison County:
 - David Jones shared that there is much being planned in Madison County, but nothing currently taking place. Their main focus is the 1A Classic, which is a 1A basketball school tournament that may or may not happen due to COVID.
 - The Tourism Office is also celebrating their 40th year, and plan on highlighting attractions in the community around September.
 - The ECU Center for the Arts is also booking shows again depending on COVID. ECU basketball is also doing great!
 - Mayor Fraley also mentioned that the Barea Craft Festival is in the planning stage as well.
- Jessamine County:
 - Paul Bradford shared that the Zoom performances are still taking place, which is hosted by KCAL Old Time Radio Troupe.
 - The Barbasol Tournament is still scheduled for 2021 as well but may not have guest at the venue for the tournament.
- Woodford County:
 - Emily Downey mentioned that the community has an announcement on January 15th @ 3 pm, where they are dedicating the year to local hospitality and sharing the faces of the individuals who run these businesses in their community.

- Powell County:
 - Josie Hollon shared with us that she has met with the Chamber of Commerce and Powell County Tourism where they discussed promoting advertisements over the next few months regarding their Job Fair and the events taking place at the drag strip in town. She also shared with us that the Resort is currently seeking funding, and that there are many ideas coming together currently that will benefit the state.
 - Ovie Hollon also shared that the Tourism Board has been too successful, and that the Gorge has been very active with people traveling from all over. There have been traffic and parking concerns.

- Boyle County:
 - Jamee Peyton mentioned on January 13th that there will be a Flag Dedication that will take place in their community highlighting the 15 starred flag that commemorates Kentucky being the 15th state.
 - On January 16th, there will also be an Interpretation of John Russell and his time during the Civil War, which reminds us of the history that took place on the Perryville Battlefield.
 - February 26th, there will be a Tiny Art Show that will be virtual, which is hosted by the local art center.
 - The Brass Fan Festival is also in the planning stage along with other community and virtual events.

New Business:

- KIRP's:
 - Georgetown Streetscape Project
 - Frankfort Community Archery Range
 - Motion to approve made by Kim Price and seconded Josie Hollon.

- BGADD:
 - Natalie Flores-Esquivel also shared with us that TAP Grant opportunities may become a possibility for tourism projects in the future.

Special Called Meeting:

- Mayor Fraley mentioned that the meeting regarding way finding signs with Transportation District 7 and the ADD will continue to be postponed until the meeting can take place in person. There is still discussion whether the event will be virtual or in person.

Next Meeting:

- The Committee agreed for the next meeting to be via zoom on Tuesday, March 9th at 10am. Invite to follow.

Respectfully submitted,

Bruce Fraley

THRAC Chair