

MINUTES

TOURISM, HISTORIC PRESERVATION AND RECREATION ADVISORY COMMITTEE

(THRAC)

November 10, 2020

The November 10th 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	Pam Randolph, Nicholas County
Betty Ann Allen, Bourbon County	Josie Hollon, Powell County
Leanna Comer, Clark County	Bailey Gilkerson, Scott County
Nancy Turner, Clark County	Kim Rice, Scott County
Charla Reed, Fayette County	Emily Downey, Woodford County
Bill Marshall, Fayette County	City Manager Daron Jordan, City of Paris
Robin Antenucci, Franklin County	Mayor Bruce Fraley, Chair, City of Berea
Paul Bradford, Jessamine County	Shane New, BGADD
Jane Vanhook, Lincoln County	William Henderson, BGADD
David Jones, Madison County	
George Ridings, Madison County	

The meeting was called to order at 11:03 a.m. by Chairman Fraley, who introduced himself and welcomed the Committee members.

The business portion of the meeting was called to order at 10:06 am. The Mayor requested a motion to approve the September meeting minutes. The motion was made by Kim Rice and seconded by Leanna Comer, 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 her community hosted two events, one in September and also October. These were “movie in the park” events, with the September event showing the Scott County High versus Great Crossing High football game. Multiple news stations came to cover this event. The October event showed

the movie *Hotel Transylvania* and there was also a drive thru Trick-or-Treat in the same location which was covered by WKYT. Both events were a success.

- Betty Ann Allen (Bourbon County) mentioned that her community received local press coverage due to a recent community wide Fall decorating contest. Around 15 people participated. She also mentioned that Channel 36 is running a tourism commercial urging travelers to “Shop, Stop, and Dine” in the historical downtown of Paris, and there was also coverage over the decorations on the courthouse steps from Channel 36 as well.
- Robin Antenucci (Franklin County) shared with us that a billboard was installed on I75 North at the Georgetown Exit urging travelers to “Shop, Eat, and Explore” in Frankfort, which was funded by the local Chamber of Commerce. There was also media coverage and press releases over *November to Remember*, which showcased different events each Saturday of the month in Frankfort that promoted local tourism attractions.
- Kendall Clinton (Anderson County) requested media coverage for the *Stave Fest* on September 11th in Anderson County. ABC 36 also covered the local adult trick-or-treat event in the community, along with the unveiling of the Bicentennial Mural on the news channel’s webpage. The Courier Journal also recommended Buckmeadow Farm as a pumpkin patch to visit in October. He lastly 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.
- David Jones (Madison County) mentioned that Richmond received media coverage around their Historic Walking Tour and their new all-inclusive playground. American Battlefield Trust was also creating a Civil War docuseries that brought them to Richmond’s battlefield to record. Barea also hosted a Balloon Glow reverse parade in the community, which was a success.

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.

- Nicholas County:

- Pam Randolph mentioned Boones Cabin, which will be decorated for Christmas.
- The Memory Tree event will take place where trees are purchased in memory of a loved one around the courthouse yard where families can decorate their purchased tree and participate in a community tree lighting. Each person a tree was dedicated to will be honored by having their name read before the trees are lit. The trees are donated after the Christmas Season to wildlife communities.

- Bourbon County:

- Betty Ann Allen reported a successful socially distanced trick-or-treat event that took place in their downtown on Main Street.
- Marie Pollen, a blogger, will blog about her experience in Paris and Bourbon County in hopes motivating travelers to visit the area.

- The Rotary Club hosted a Rotary Reveal event that brought in volunteers to clean up an area within a well located parking lot. New fencing and signage have been placed in the area.
 - The community is participating in a “Wall of Fame” where horse farms can pay \$100 to have their racing colors represented on the wall. Proceeds will go to Art on High to sponsor children who can’t afford to participate in the program without a sponsor.
 - Hometown Hero event took place in Paris where veterans and local heroes came together to celebrate their efforts in protecting our country.
 - Holiday Hop and Small Business Saturday are also taking place in town, which will include a small music festival, where proceeds will go to Shop with a Cop.
 - There will be a *Christmas Stories in the Park*, reverse parade, that will take place this Christmas season.
 - Beautification efforts are taking place in the community where murals are also being introduced to highlight local African Americans.
 - Reminder of Christmas on Mustard Seed Hill and mention of a movie recorded in the area.
 - City Manager Daron Jordan mentioned a newly installed Cross Country track that will be used to host Cross Country events in the state.
- Scott County:
 - Bailey Gilkerson mentioned that Scott County has cancelled a few events.
 - November 28th is Small Business Saturday to promote local businesses.
 - Much of the Christmas celebrations will be done virtually over Facebook Live. The Polar Express Reading in Sadieville is now virtual.
 - Parks and Recreation also has a few Softball Tournaments before the end of the year.
- Franklin County:
 - Robin Antenucci shared that there will be a reverse Christmas parade the first Saturday of December depending on COVID.
 - Buffalo Trace will also have their Christmas Light drive thru event this year.
 - There has also been a new elected Mayor with new city commissioners besides one.
- Anderson County:
 - Kendall Clinton mentioned that the restaurant Bluegrass Boar has had to shut down two weeks due to COVID.
 - Wild Turkey is hosting modified tours, while Four Roses continues to stay closed.
 - Light Up Lawrenceburg will still take place on November 25th where Christmas lights are lit for the first time in town. This event will be stretched throughout the community to promote social distancing.
 - There is also a focus on shopping local, with a night Christmas Parade that will take place December 5th.
- Fayette County:

- Bill Marshall mentioned that the Breeder’s Cup recently took place, along with Keenland in Lexington. Horse sell continued to take place as well. The horse business has gone well.
 - University of Kentucky Basketball will only be at 15% capacity starting off with 14 home games. All tickets have been moved to online.
 - Southern Lights will begin November 22nd at the horse park.
 - Charla Reed mentioned that the Horse Farm tours have started again, with local gallery hops taking place virtually as well. Ashland continues to host tours along with Mary Todd Lincoln. Many tour options within the county.
 - Red Mile is hosting drive-in movies every Saturday night through December.
 - There is also a Christmas Tea event for the community, with a Santa Photo opportunity where Santa and the families are separated by a glass window.
- Clark County:
 - Nancy Turner shared with us that the UK Design Studio is working on a Christmas driving tour for families in Winchester.
 - The community is also looking to support local businesses through “Shop Small” events that bring people downtown.
 - Most retailers in the community are offering curbside pickup to help maintain business.
 - Leanna Comer discussed the success of a one day street art fair that garnered a lot of positive feedback from vendors and members of the community. This event took the place of the arts and crafts portion of the Pioneer Festival that had to be cancelled.
 - Beer Cheese week was also hosted in Winchester, which allowed vendors to bring their different beer cheese creations to share with the community.
 - There was also a Holiday Hop event that occurred the first weekend of November.
- Lincoln County:
 - Jane Vanhook shared with us that Stanford went wet, which should help the downtown restaurant scene. Last alcohol sold in Stanford was May 7, 1938.
 - Veteran Dalton Miller has been appointed the new Mayor of Stanford.
 - William Whitley House is closed for tours starting October 31st, with special appointments available.
 - The community also started a “Trash for Cash” program.
- Madison County:
 - David Jones shared that the Richmond community is still deciding what to do for community Christmas events in town.
 - There is a Shop Small weeklong program in the works to promote local business in the community.
 - There is a new mural off Main Street of Frank Walker, a Tuskegee Airmen, who was a Richmond native.
 - George Ridings asked David to share other downtown beautification projects that have taken place in the community. There have been many murals introduced that have elevated the attractiveness of their community as a whole.

- Jessamine County:
 - Paul Bradford mentioned that the St. Nick Christmas parade will be cancelled, but that the Chamber will promote a business or home decoration contest.
 - The Chamber will host the Christmas Tree Trail where trees are decorated by the community and auctioned off in the community.
 - KCAL Old Time Radio Troupe is also hosting a telethon singing event that will be hosted live to benefit the Jessamine County Schools Homeless Education Program.
 - Jessamine County has went wet as well, opening future business opportunities.
- Woodford County:
 - Emily Downey mentioned a possible Christmas Decoration Contest.
 - There will be a Versailles Open House where Santa will be available taking Christmas letters and greeting families. Small Business Saturday on November 28th in Midway is where Santa will arrive on an RJ Corman train. These events will also be used to promote shopping local.
 - Reindeer will come downtown on December 12th from 1pm-5pm, with small business deals, virtual Christmas Tree lightings, and a multiday Christmas Parade to promote social distancing.
 - Restaurant Week will begin soon with Thanksgiving meal preorders for families to help local restaurants.
 - Staycation package is being offered in the community as well with other events taking place for the holiday season.

New Business:

- KIRP's: n/a

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.

Next Meeting:

- The Committee agreed for the next meeting to be via zoom on Tuesday, January 12th at 10am. Invite to follow.

Respectfully submitted,

Bruce Fraley

THRAC Chair