

Harrodsburg Mercer County Tourist Commission

Regular Meeting Minutes January 14, 2026

In Attendance: Nikki Elliott, Kristen Flick, Tia Taylor, Leigh Lopez, Jay Anderson, Stacy Maynard, Daarik Gray (Ex. Director), Connor Souder (Asst. Director), Kaitlyn Harder (Events Coord./Comm Devel) – via zoom.

Guests: Doug Miell

9:01 Meeting called to order by Chairperson, Nikki Elliott

Public:

- Doug Miell
 - Doug hopes that we will review Section 8 in the grant sponsorships request regarding volunteers at events. The Harrodsburg Historical Society does not allow their members to participate in volunteering for events according to their bylaws.

Minutes:

- Chairperson Elliott asked if everyone had a chance to review the minutes. Tia Taylor made a motion to accept the minutes with a second by Leigh Lopez and the motion passed.

Financials:

- Tia reviewed financials with the board.
- Total income compared to July-Dec of PY is up approximately \$84K.
- Expenses are up \$26K to July-Dec of PY.
- Net income is approximately \$11K compared to PY at same time which was (\$47K).
- Jay Anderson asked what our CD rates are and suggested looking into other deals out there including Family Wealth Group.
- Leigh Lopez made a motion to approve the financials with a second by Jay Anderson and the motion passed.

Executive Director Report:

- Daarik asked for permission to solicit quotes for a hotel feasibility study. The quotes can range from \$30-\$40K, but right now we just need to start looking for companies who can provide this study. Daarik and Conner have been meeting with different large hotels who are interested in placing properties in Harrodsburg but need to have a feasibility study first. Sarah Steele offered that guests are looking for a quick one night stay instead of an extended experience. Connor and Jay said several sporting groups have been looking for places where teams with kids can safely stay and have a conference room attached.

Events Report:

- The next event is the Shamrock Shuffle which is two months out.
- Daarik passed around the 2026 events calendar which has at least one event each month.

Assistant Director Report:

- The same three restaurants are behind in payments. One location has new owners and they have been to Diamond Point to talk with Connor along with reviewing their purchase agreement. Attorneys are aware of the update.
- There are two convenience stores who serve meals and they will be talking to them about the tax.
- Daarik has been communicating with corporate AirBnB about checks that have apparently been sent, but not received by Tourism.

Jay made a motion and Leigh a second for the commission to enter Executive Session KRS 61.810 (1)(f) at 9:32.

Kristen made a motion to exit executive session with a second by Tia and the board returned from Executive Session at 10:40.

Stacy made a motion to approve hiring Sadie Peavler as an intern to work 15-20 hours per week. Kristen made a second and the motion passed.

Stacy made a motion to approve an extension of Daarik Gray's one year contract with the HMCTC with a date of January 1. Jay seconded the motion and the motion passed.

Stacy made a motion to approve an extension of Connor Souder's one year contract with the HMCTC with a date of January 1. Jay seconded the motion and the motion passed.

Stacy made a motion to approve an extension of Kaitlyn Harder's one year contract with the HMCTC with a date of January 1. Tia seconded the motion and the motion passed.

The board then entered into a planning session with Daarik introducing Tim Kazimer as the facilitator for the session.

- Items of discussion in the session included:
 - Reviewed the current bylaws of the HMCTC and made changes where needed.
 - Updated the grant requests to remove the requirement for volunteers and instead have language that volunteers "may be needed at different events hosted by the HMCTC".
 - Discussed different towns and what they do to encourage tourism – Shelbyville, Bardstown, Paducah.
 - What does our legacy project look like? The board went through different scenarios and what the impact could be for potential projects like a sports complex, amphitheater, downtown revitalization, etc.
 - Throughout the session, board members were asked to rate different options and fill out scorecards during discussions.
 - Tim asked board members what is going well and what should be changed with tourism in Harrodsburg/Mercer County.
 - Board members were asked to continue to think about the future of the city and town and what are the best ways to move forward with preserving it's legacy while encouraging growth in tourism.

The next meeting will be held on February 11th.

Kristen Flick made a motion to adjourn and Jay Anderson made second and the motion passed at 1:30.