

## Harrodsburg Mercer County Tourist Commission

Regular Meeting Minutes February 11, 2026

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

Guests: Billy Rankin

9:03 Meeting called to order by Chairperson, Nikki Elliott

### Public:

- Billy Rankin, Shaker Village of Pleasant Hill
  - Billy began by thanking the commission for last year's funding as they divided the funds into 6 events held at Shaker Village. The 6 events were over 14 days and attracted 500-3,000 guests for each event.
  - The events attract guests from inside and outside of Mercer County and the revenue comes from event admission, the Trustees' Table restaurant and Shops.
  - SVPH operates as a non-profit and actually budgets to lose money each year as revenue from the Inn, Restaurant, Admissions, Shops, and Events do not provide enough to continue the mission.
  - Upcoming is the largest restoration the village has seen since the 1960's. Major renovations will begin to the North Lot this year along with renovations to the West Family Dwelling, Cooper's Shop, Post Office, East Family Wash House and the Timber Frame Stable at the West Lot.

### Minutes:

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

### Financials:

- Daarik Gray reviewed the financials with the board
- Assets in January were up ~\$45K with the majority coming from an increase in the Whitaker Bank CD and Savings.
- Tourism development was up to PY because of \$11K to Placer Technology and \$30K for the UK sports ad.
- Total expenses for January were down ~\$27K to last year while Net Income was better ~\$31K to last year.
- Leigh Lopez inquired about the deposits of checks and the timing.
- Jay Anderson made a motion to approve the financials with a second by Leigh Lopez and the motion passed.

### Executive Director Report:

- Daarik reported on the hotel feasibility study. Currently three companies have reached out and quotes for the study are due by February 27<sup>th</sup>. Sarah Steele and Connor Souder explained the process to the board for a study. The study is good for 18 months and will cost approximately \$20-\$40k.
- Grant sponsorships have been sent out, and none have been received so far.
- Daarik reviewed changes to the by laws. Changes include under Article X Executive Director and Staff, Section 2 Staff; adding language to include "as approved by the board" at the end of the sentence. Additional change included removing under Article X1 – Committees; removing the section on Standing Committees. Jay made a motion with a second by Kristen to approve the changes.
- Daarik passed out the new scoring rubric for board members to review when approving upcoming grant requests. This will be a new ranking system according to 7 different areas: Number of

Visits (Placer ID), Impact on Harrodsburg/Mercer County, Purpose of Grant Description, Number of Days Visitors Potentially Will Be in Town, Event Reoccurrence, Budget, Event/Organization Owns/Operates Year Round.

There are currently 5 entities that do not fall into the rubric where we gave \$56k last year.

- Oktoberfest – The team met with Rotary last week and will be putting items discussed into a new agreement. Discussion was held about having no outside alcohol vendors.
- Daarik passed around the proposal from Austin Rayborn regarding beautification in town. The proposal includes pots, a wreath and flag outside of each store on Main Street. However, as each storefront has to maintain their portion of the sidewalk, they might not want these three items. Leigh mentioned not every owner would want the wreath as they have their own items they sell or that is custom that hangs on their door. Kaitlyn will reach out to another vendor for a quote on hanging baskets and sidewalk pots.

#### Events Report:

- We are four weeks out from the Shamrock Shuffle.
- They are already planning for the first Friday Night on Main on April 17<sup>th</sup>. Additional dates are May 8, June 12, July 10 and August 7.
- There have been 248 bands to apply to play at FNOM and Oktoberfest along with 90 food truck applicants and 108 craft vendors interested.
- Kaitlyn is getting quotes for the sound, stage, etc for Oktoberfest.

#### Assistant Director Report:

- There are 5 entities that are behind with taxes; 3 we have heard about. One of these is a full calendar year behind. Sadie will begin helping Connor with these outstanding restaurant payments. On the first Friday of each month, letters will go out to anyone behind.

Jay made a motion and Leigh a second for the commission to enter Executive Session per KRS 61.810(1)(b).

Jay made a motion to exit executive session with a second by Kristen and the board returned from Executive Session.

Leigh made a motion with a second by Kristen to form a Legacy Committee and the motion passed.

Jay Anderson made motion to adjourn with a second by Kristen to adjourn and the motion passed at 11:02.

The next meeting will be held on March 11<sup>th</sup>.