

**Berea Tourism Commission Minutes**  
**Wednesday August 9, 2017 (Amended)**

**Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street**  
**Business Session:** Called to order at 5:13 PM, Reynolds presiding.

**Commission Members Present:** Ken Gastineau, Ahmad Reynolds, Pat Greathouse, Donna Robertson, Cheryl Stone, Dale Ballinger

**Support Staff Present:** Kerri Lee Hensley, Dylan Bogard, Nancy Conley

**Visitors Present:** Susie Merida, Anna Hartje Butcher, Hannah Coldiron, Critley King, Ed LaFontaine, Jacqueline Bowling, Randy Stone, Virginia Bland, Tom Schultz, Ali Blair, Gwen Childs, Laura Wick, Sara Gallimore, Stephanie Ruynon, Dwan Finney.

**Approval of Agenda**

A motion was made to add public comment and the Berea Makers Market to the agenda.

Greathouse moved to approve the agenda with this amendment. Ballinger seconded. Motion passed unanimously.

**Approval of Minutes: July 12, 2017**

Stone made a motion to approve the June 5 minutes; seconded by Gastineau. Motion carried unanimously.

**Director's Report - Kerri Hensley**

A copy of the full Director's Report is on record in the minute book.

- Budget: Tourism Cash, \$550,860.00
- Communications:
  - Dylan continued to promote the Festival of Learnshops
  - He also promoted big events in July/in the fall including: Levitt AMP Berea, the Kentucky Guild of Artists and Craftsmen Fall Fair, the Spoonbread Festival, Swing for a Cure, the Quilt and Fiber Extravaganza, and Make It, Take It Give It
  - Dylan continued to promote the outdoor adventure opportunities in Berea, especially with the addition of "Outdoor" to the current website
  - launched two new #OurBerea videos this month for the Berea Arts Council and Kentucky Guild of Artists and Craftsmen
  - Social Media Updates:
    - Twitter: Around 13,000 impressions and around 193 total followers.
    - Facebook: 5,249 total "likes," 650 page views, 15,183 post engagements, and 153,157 people reached. (Brand Ads were also run during this time)
    - YouTube: 18,333 video views so far on 19 public videos.

- Instagram: Up to 1061 followers and making between 4,900 and 5,100 impressions weekly.
- Workshops:
  - Berea Festival of Learnshops (FOL17) - July 7-23, 2017, were successfully completed.
- It/Multi Media:
  - Edited and Delivered the Our Berea Short for KY Guild
  - Photographed and Captured Video Footage of Berea Craft festival
  - Developed and Delivered Photos of Berea Craft Festival
  - Photographed Levitt Amp Berea
  - Photographed and Captured Video Footage of Festival of Learnshops
  - Completed maintenance, trouble shooting and updates for the website and media library.
- Group Tour Report:
  - July 11-12- Arranged craft classes for Road Scholars (formerly Elderhostel) Intergenerational group. This group of 17 grandparents and grandchildren were from all over US. Each person participated in 3 classes—basket making, blown glass, and cantar—through tourism office as well as broom making through Berea College. The attendees spent 3 nights/4 days in Berea—meals and overnights. All Road Scholar programs are centered through Berea College.
  - July 14 -Basic tour for group of 33 from Ohio. Group had lunch in Berea and shopped.
  - July 24- Arranged 3 craft classes for kids attending First Responders Camp. Had 10 kids make Cantar (musical instrument), 22 make Barnwood Birdhouse, and 12 kids forge Iron Hook with Blacksmith.
- Art Accelerator:
  - June Gallery Sales \$2,490.00
  - Gallery 123 was a vendor at the Berea Craft Festival.
  - Gina Dittmeir, Tim Wade and Justin Burton were instructors at the Festival of Learnshops.
  - Fourth class of fellows in the Artist Accelerator Program: Dwan Finney, Painter; Stephanie Runyan, Potter; Sara Gallimore, Printmaker
- Admin:
  - Filled the open Welcome Center Reception Position. Holly Stone will start August 16th.
  - Working diligently on the website getting it ready to go live!
  - Dylan has accepted a position at EKU and will be leaving tourism on August 22<sup>nd</sup>.
- Upcoming:
  - Levitt AMP Berea Music Series, Fridays, 6:00-10:00, through September 8th
  - 8th Annual Berea Celtic Festival, August 17th-19th

- 2017 Spoonbread Festival, September 15th-17th
- 50th KY Guild of Artists and Craftsmen Fall Fair, October 14th-15<sup>th</sup>

### **Officer Elections**

Gastineau nominated Reynolds for the position of Chair. Robertson seconded. The nomination passed unanimously.

Reynolds nominated Robertson for the position of Co-Chair. Ballinger seconded. The nomination passed unanimously.

Reynolds nominated Stone for the position of Treasurer. Ballinger seconded. The nomination passed unanimously.

### **2017-18 Artist Accelerator Fellows Introduction**

Hensley introduced the 2017-2018 Artist Accelerators moving into Gallery 123. She noted that they moved in on August 1, and were in the process of creating pieces to fill the gallery. The new fellows are: Stephanie Runyon (ceramicist), Sara Gallimore (printmaker), and Joshua Dwan Finney (painter).

Robertson and Stone asked Hensley about the possibility of adding additional fellows. Hensley noted that there could possibly be room for one more.

It was also noted that the 2016-2017 fellows will be in the gallery until October 31. The boom maker and woodworker will remain in the Cabin of Old Town as well.

Hensley stated that there would be an open house in September for the public, and that details would be announced once the date was set in stone.

Stone noted that she wanted to add a discussion of the Artist Accelerator program to the September agenda, specifically regarding the selection process and operation.

### **Advertising Update – Brand Advertising Group**

A full copy of the presentation is available in the minute book.

Brand discussed the advertising they had done for events in Berea. This included the Festival of Learnshops, the Berea Craft Festival, Levitt AMP Berea, the Quilt and Fiber Extravaganza, the Spoonbread Festival, and the Celtic Festival

Brand also updated the web traffic report for July and discussed the new website build. They said that the website is fully built, but that they are working to train Tourism staff to make updates before it goes live.

The current budget used is \$22,885, leaving \$312,115.

Hensley then noted the importance of returning the travel guide information to the office to ensure that businesses were included in the guide. She stated that the forms had been sent out to businesses and that they were available online.

### **Berea Craft Festival- Melissa Gross**

Gross wanted to thank the City, Tourism, vendors and volunteers for the help with the 36<sup>th</sup> Annual Berea Craft Festival. She noted that she believes that people still enjoy the event four years after the city has taken over. She stated that the crowds were large, and similar to those in 2014 (information can be found in the minute book).

Gross said that the weather was perfect for the weekend, helping to draw in large crowds. She stated that many vendors she spoke to were excited to come back, and had good sales. She spoke of one vendor who was worried about the show due to car troubles, and by the end of the weekend she had sold out of all of her product. She noted that Bogard's social media/interviews, and Brand's ads added to the higher numbers.

Reynolds and Robertson asked about the shuttle for the event, and suggested that shuttle stop at the hotels in Berea on Friday and Sunday. Gross stated that she could look into it, but Friday and Sundays parking tended to be easier at Indian Fort, and that the Saturday crowd could use the trolley to get to the Artisan Center to ride the shuttle. She stated that she hoped this service would continue into the future.

Stone asked about an exit survey from artists, and Gross replied that she personally spoke to most of the artists before they left. She then noted that around 80 of the 115 artists would be invited back next year. Gross stated that this was to keep the festival new and exciting each year.

### **Festival of Learnshops- Nancy Conley**

A full copy of the presentation can be found in the minutebook.

Conley, Program Manager for Berea Tourism, presented her preliminary numbers from the 2017 Festival of Learnshops. The event, which ran from July 7-23, offered 134 different workshops. This year there were 58 new offerings, including podcasting and backyard bee keeping. There were around 257 different sessions over the 17-day event.

She noted that the instructors came from four states: Kentucky, Ohio, Michigan, and Indiana. Of these, over half of the instructors live in and/or own businesses in Berea.

Conley noted that this year's event had \$94,814.20 in revenue and 655 participants. Participant numbers were up this year, while revenue was down slightly. The number of educator registrations for professional development credit also increased to 112 this year.

Conley stated that a possibility for the slightly lower revenue was that the more popular classes tended to have lower prices. She also noted that several people did sign up for multiple learnshops.

Finally, Conley noted that with the addition of two Hands on Workshop (HOW) weekends in the spring, that the total revenue from workshop programs is \$111,065.20, bringing the yearly total higher than last year at this time.

Finally, she noted the upcoming events, including: HOW for the Air Institute Conference in September, a fall HOW event, "Make It, Take It, Give It," and the 2018 Festival of Learnshops, July 13-29.

### **Grant Applications**

The commissioners noted that they met prior to the meeting in a work session to discuss the grants. They stated that they decided it would be best to meet in an executive committee meeting to discuss the grants and make recommendations at the September meeting. They said that they were also going to ensure that new applicants had met the requirements from last year.

### **Public Comment**

Bowling noted that she disagreed with Mayor Connelly's interpretation of the KRS statutes (in particular 91A and 65A) involving tourism. She noted that she had her own opinions on the issue. She then asked if Berea Tourism had a definition of tourism and how the funds should be spent. Reynolds informed her of the multiple strategic planning sessions he had attended as a commissioner, and the mission statement of Berea Tourism (which can be found in the minute book).

Bowling stated that she believed tourism funds could go toward things like ADA sidewalks and other streets projects, but did not cite a statute. She also noted that she disagreed with the Mayor's statement regarding the partnership between the Tourism Commission and the Berea City Council.

Finally, Bowling stated where the commissioners lived, citing her volunteer position as a polling person as information for some. She noted that some do not live in Berea according to her knowledge.

### **Berea Makers Market- Lara Wick**

Wick noted that the market was a success. She handed out survey information (in the minute book), which stated that the vendors were mostly successful and that the Mother's Day weekend worked well. Overall, she had 32 vendors and a few hundred visitors. She stated that the event is set to occur next May on Mother's Day weekend again, May 12th.

Wick then discussed the holiday show she is planning for November to fill a gap she sees in craft shows. She is working with all volunteers to make this happen and is still finalizing some of the details for the event. The event would take place in the Artisan Village on the cabin lawn. Wick noted that a weather location would be the depot's back platform. She hopes the event would be a great holiday themed outing for locals and visitors.

### **Public Comments Continued**

Blair spoke briefly about the Levitt AMP Berea Music Series. She noted that the event has been successful, and wanted to thank Tourism and the City for their support. She stated that two representatives from the Levitt Foundation were going to be in town on Friday for the event, and that they would be shown around Berea. She invited everyone to see Turning Age, the Jeff Richey Experience, and Roots of a Rebellion on Friday night at 6pm.

LaFontaine, questioned the audit records of Berea Tourism. Hensley noted that these were all available on the City's website and that the routine audit was taking place now.

### **Motion to Adjourn**

Greathouse made a motion to adjourn. Stone seconded. Motion passed unanimously.

Meeting adjourned at 6:37 pm.