

Berea Tourism Commission Minutes

Business Session

Wednesday, May 10, 2017

Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street

Business Session: Called to order at 5:02 PM, Reynolds presiding.

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

Support Staff Present: Kerri Lee Hensley, Dylan Bogard

Visitors Present: Susie Merida, Anna Hartje Butcher, Critley King, Steven Connelly, Randy Stone, Tim Wade, Louisa Summers, Peter Hackbert, Andy McDonald, Ronnie Terrill, Gwen Childs, David Rowlette.

Approval of Agenda

Gastineau made a motion to approve the agenda; seconded by Greathouse. Motion carried unanimously.

Approval of Minutes: April 12, 2017

Gastineau made a motion to approve the agenda; seconded by Greathouse. 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, \$327,623
- Communications:
 - Dylan spent much of April promoting upcoming events and outdoor activities in Berea on our social media sites.
 - He worked with Micheal to film Papa Leno's Pizza, the Berea Arts Council and Homegrown Hideaways for the #OurBerea series, and has dates set for filming Owsley Fork and the Kentucky Guild of Artists and Craftsmen. On May 5th, Gastineau Studio's #OurBerea went live on Facebook.
 - Dylan also worked to live stream some of the HOW events to Facebook to draw interest for the Festival of Learnshops in July, which seemed to be fairly popular.
 - Several news articles and lists have been recently published about Berea, and Dylan has been promoting these. This includes American Craft Week's designation of Berea in the Top Town Towns for Craft Lovers in 2017 (#3 to be exact), and Kentucky.com's articles surrounding the up-and-coming food district on Chestnut Street.
 - Social Media Updates:
 - Twitter: Around 17,100 impressions and around 154 total followers.

- Facebook: 4,317 total “likes,” 385 page views, 17,554 post engagements, and 76,581 people reached. (Brand Ads were also run during this time)
 - YouTube: 17,125 video views so far on 11 public videos.
 - Instagram: Up to 903 followers and making between 4,400 and 4,700 impressions weekly.
- Workshops:
 - April HOW: Celebrating Spring in Kentucky- April Hands on Workshops Event: Celebrating Spring in Kentucky was a five day event - April 8, 9, 28, 29 & 30, 2017. Eight instructors taught 13 different workshops for a total of 23 sessions. There were 65 patrons who purchased 101 tickets total. Ticket sales for this event totaled \$8,228.00.
 - February HOW- Four day event, 5 instructors taught 8 different workshops for a total of 14 sessions. There were 68 patrons who purchased 92 tickets total. Ticket sales for this event totaled \$8,023.00.
 - Berea Festival of Learnshops- As of 5/2/2017 this event has sold 389 tickets totaling \$33,776.00 in ticket sales. Last year, on 5/2/2016 the event had sold 411 tickets totaling \$35,444.50 in ticket sales. This is a difference of 22 ticket registrations equaling \$1,668.50 in sales. Our office has sent out two press releases so far for this event to all of our media outlets. We are in process of distributing rack cards, posters and printed catalogs throughout Berea and the other city tourism offices and state welcome centers.
 - February Dulcimer Weekend- Early planning stages of a Dulcimer Weekend event to take place at Historic Boone Tavern in February 2018.
- Group Tour Report:
 - March 31-April 1- Connie hosted owner of tour company from Arkansas. Had met him at ABA conference in Jan. He overnighted at Holiday Inn Express and at Boone Tavern, had meals at Tavern and at KY Artisan Center, took broom making class with Justin Burton, shopped College Square, Old Town, etc. He will be bringing tour group to Berea in Sept. because of this site visit.
 - April 7- Tour group of 28 people from Canada. Brief tour and shopping after lunch in Berea.
 - April 13- Met with gentleman who had been on one of Connie’s tours last year. Now going to donate money to Berea College. He was in town for week to meet with folks from college.
 - April 18- KY Medical Alliance Conference at Boone Tavern for several days. Provided tour of town and all Art districts for this group. Used Trolley for transportation. Also arranged music for them that evening.
 - April 26- McCreary Co. 4th-6th grade students, 48 total here for Arts Across Curriculum field trip.
 - April 28- Spencer Co. Middle and High School Gifted Art Students in town all day. 50 total. Arranged for Jeff Farmer and Gallery 123 artists to demonstrate for students.

- Art Accelerator:
 - The fellows went to Kentucky Crafted The Market April 20-23 in Lexington, KY. They had an excellent booth and there were 4,700 visitors to the show.
 - March Gallery Sales \$2,511.
 - Visit from Lael Brainard, member of the Board of Governors of the Federal Reserve System on May 4th.
 - Gina sent her artwork to Heart to Heart Publishing a contact she made at KY Crafted, and recently received confirmation that they have her portfolio on file.
 - The Entrepreneur Showcase and Kauffman Fast Trac graduation was Thurs, April 4th.
- Admin:
 - April 13th met with the Artisan Center Board. Opportunity to share with what's happening at Berea Tourism.
 - Scharme spoke to 20 ladies on Sat April 23 Ky Federation of Business and Professional Women at the Friends Meeting place as a Welcome to Berea.
- Upcoming:
 - Berea Makers Market, Saturday May 13th. Folk Center, Jefferson Street.
 - Francisco's Farm Arts Festival May 20-21st at Midway University, Midway, KY.
 - National Tourism Week May 7-13th.

Advertising Update – Brand Advertising Group

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

Brand discussed the Festival of Learnshops insert. 40,000 are being distributed in June through local newspapers. The Learnshops and the Berea Craft Festival are being published in local papers, the radio, digital ads, TV ads, and news stations.

Brand then discussed the digital advertising. It was very targeted. The total impressions were 80,626 and the total actions 7,425. This resulted in 9,206 unique sessions on the website, 73.1% were new.

The current budget used is \$245,269 out of \$325,000, leaving \$79,731.

In June, Brand is going to focus on the Festival of Learnshops, the Berea Craft Festival, L&N Day, and Levitt AMP Berea.

Greathouse noted that Chicago had appeared for the first time in the top ten for website visits. Merida noted that it had been on the list, but this was a first for the top ten. Reynolds asked about travel, and how it affects the top lists. They said it could impact it, but that even travel numbers help.

Trolley

Hensley noted that Tourism was looking for trolley ambassadors to give tours on the trolley on Saturdays from May through October. She noted that only three people had applied, leaving not much option. Belle Jackson, the former director, said that she was interested in the position, but did not want to be hourly. She provided a contract, included in the minute book, that would allow her to hire others when needed, print signs, shirts, etc. to build business and awareness. Hensley noted that Jackson had run a tour business in the past, and could use her former ideas to build ridership.

C. Stone moved to accept the contact. Greathouse seconded. Motion passed unanimously.

Berea Trail Town

Lousia Summers, co-chair, presented for the Berea Trail Town. Summers first wanted to thank the Commission for the help with the Red Bud Recovery Ride. Though the weather was bad, 7 people rode though 300 were registered. There was a halfway point in Paint Lick. London had 1,400 register and 300 ride, so the weather affected it.

The Berea Daniel Boone Splash and Dash will be held on June 24th. This is from the Berea College Entrepreneurship for Public Good (EPG) and the City of Berea Parks Department. The participants, ages 7-14, will swim the city pool and run the shared use path. EPG hired race directors to assist Pricilla Bloom and the Parks staff to run the race as they will be planning the event this year. The fee is \$25.

Next, Summers noted that they had purchased Obersed Memorial Plaque, and that it would be unveiled with an event in the fall.

Monday, Tuesday and Wednesday, cyclists were in town. They enjoyed the sites in Berea and were intervied by Trail Town members on how to make Berea better for them.

The Trail Town are conducting research on the health benefits the trails provide. They want to do it before and after the connector trail is completed. They hope to do that this June.

The Boone Trace is active, have had two meetings. Both in Madison and Rockcastle Counties.

Finally, an outdoor adventure retreat will take place June 30-July 2 in partnership with Mike's Hike and Bike. It is a weekend of Hiking, Biking and Kayaking. This will be at HomeGrown HideAways.

Robertson asked about the Splash and Dash participants. Summers noted that it was 40 in the first year, which is good. They are expecting around 70 participants. This is tied with Sam Dick's Lexington event, and they are hoping to see it grow. Reynolds asked about a triathlon. Summers noted that it would not be a big impact for Berea. The triathlon in

Lexington offered free bicycles, resulting in large participation. She noted that this is a goal for the future, though liability may be higher.

Peter Hackbert noted that the cyclists wanted to know more about the assets Berea had to offer, specifically historical aspects. They also wanted to know more about Berea's sustainability.

Move June Meeting to 21st

Hensley requested that the meeting be moved to June 21st due to her quarterly meeting.

Gastineau made a motion to move the meeting. Greathouse seconded. The motion passed unanimously.

Budget Approval

C. Stone noted that the Commission met in the Work Session from 3pm-4:30pm to go over the budget.

Arnold wanted to mention 56600 line item. This covered \$50,000 for the shared use path in partnership with the city, \$12,000 for an impact study on sports tourism in Berea, and \$1,000 for the Sing for the Cure Event. This line item totaled \$63,000.

C. Stone noted that the revenues reflect growth we are expecting. She also noted that expenditure changes included a new minimum of \$10 an hour for part-time and seasonal staff. Part-time is 23 hours a week, and this raise was \$1.26. She noted that this year is different than other years, as there is a focus on facilities and the move to the Tolle building. The budget is tighter than usual, but they are one time expenditures that will pay off.

Greathouse motioned to approve this budget to submit to the city. Gastineau seconded. The motion passed unanimously.

Motion to Adjourn

C. Stone made a motion to adjourn. Gastineau seconded. Motion passed unanimously.

Meeting adjourned at 6:00pm.