

Berea Tourism Commission Minutes
Business Session
Wednesday, June 8, 2016
Berea City Hall - Community Room - 212 Chestnut Street

Business Session: Called to order at 5:03 PM, Arnold presiding.

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

Support Staff Present: Kerri Lee Hensley, Nancy Conley

Visitors Present: Mayor Connelly, Randy Stone, Danny Isaacs, David Rowlette, Beth Myers, Critley King, Louisa Summers, Cheyenne Olson

Approval of Agenda

Gastineau moved to approve the agenda; seconded by Greathouse. Motion carried.

Approval of Minutes: May 11 and June 6, 2016

Greathouse moved to approve the minutes of May 11 and June 6, 2016 as written; seconded by Gastineau. Motion carried.

Director's Report - Kerri Hensley

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

- Tourism Cash, \$280,816.00.
 - Transient Room Tax revenues consistent with last year's YTD.
 - Restaurant Tax revenues increased by \$40,791.51 compared to last year's YTD.
- Personnel: Working with HR to hire Communications Manager. Working on staff evaluations.
- Workshop updates.
 - General registrations have increased by 128 compared to last year's. Cumulative registrations are up by 3 registrations compared to last year. Ticket holders from 16 different states.
- Group Tour updates. A group of 48 from TN came May 19th. Currently working with groups planning to come later this year and into 2017.
- 17th Annual L&N Day was June 4th. Had 50 tables set up for 18 exhibitors. Press coverage by Richmond Register before and after event. Received slow order from CSX (trains could only go 25mph past the depot). Representatives from KY Railway Museum and various train shops in KY and OH were present.
- Art Accelerator: Gallery sales are up by \$12,260.35. New fellows to start July 1, 2016.
- Wayfinding Project: working with project manager at Jones Signs on sequencing plan.

Grant Applications

Voted on the following:

1. Berea Arena Theater: Sponsorship of \$2,500. Vote – all in favor, 6 yes.

2. Berea Celtic Festival: Sponsorship of \$500. Vote – all in favor, 6 yes.
3. 31st Annual Twilight Christmas Parade: Chamber Sponsorship “Government Agency” at \$700. Sponsor 2nd Place Prize Award at \$400. Total sponsorship of \$1,100. Vote – all in favor, 6 yes.
4. First Friday Berea: Sponsorship level “Investor” at \$2,000. Vote in favor – 4:2.
5. KY Guild Fair 2016: Sponsorship of \$2,500. Vote – all in favor, 6 yes.
6. Quilt & Fiber Extravaganza: Sponsorship of \$2,500. Vote in favor 5:1.
7. Victory Garden Blitz 2016: Sponsorship of \$500. Vote in favor 4:2.

Sponsorship grant total (#1-7 above) equals \$11,600.00.

Berea Trail Town: Support purchase of a bike repair stand. Funding for the bike repair stand to come out of the Special Programs line item.

Greathouse moved to spend the total of \$11,600.00 for the sponsorships (listed #1-7 above) and support the purchase of a bike repair stand, seconded by Ballinger. Motion Passed unanimously.

Amend Minutes of June 6, 2016

Stone moved to amend the minutes of June 6, 2016 to reflect the following change: all grant application requests will receive in kind promotion; seconded by Greathouse. Motion passed unanimously.

Advertising RFQ

Narrowed down to three candidates:

1. Glenn Advertising
2. Grand Advertising Group
3. Shatterbox

Hensley to schedule interviews with candidates in two hour increments for Monday, June 20, from 11am-6pm in the Community Room at Berea City Hall. Interview with Brand Advertising is set for 2 PM. Hensley to email Commission the interview schedule and a draft of standardized questions for the interviews. Commission to email Hensley questions they would like to include.

16/17 Budget

Discussed major changes in line items which include:

- Increase in Salaries due to adding a new position
- Grants Line item decreased
- Advertising increased
- 100K in Building Improvements

Gastineau moved to approve the 16/17 Budget, seconded by Greathouse. Motion passed unanimously.

Officer Elections

Tabled until first meeting in July. Robertson and Stone both recommend Reynolds for Chairperson.

Other Discussion

Hensley to reach out to the KY Trap shoot organizers to see what opportunities are available for displaying and handing out Berea Guides and Learnshop Catalogs.

Meeting adjourned at 5:43 PM.

Reynolds arrived after adjournment.