

Berea Tourism Commission Minutes

Business Session

Wednesday, October 12, 2016

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

Business Session: Called to order at 5:05 PM, Reynolds presiding.

Commission Members Present: Ahmad Reynolds, Charles Arnold, Pat Greathouse, Ken Gastineau, Donna Robertson

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

Visitors Present: Gwen Childs, Ali Blair, Critley King, Barb Sallee, Anna Hartje Butcher, Julie Spoonamore, Danny Isaacs, David Rowlette

Amending of Agenda to Include a Presentation by Ali Blair on the Levitt Grant

Reynolds moved to amend the agenda. Seconded by Greathouse. Motion Carried.

Approval of Agenda

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

Approval of Minutes: August 10, 2016

Greathouse moved to approve the minutes of June 29, 2016; seconded by Reynolds Motion carried.

Director's Report – Kerri Hensley

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

- Budget: Tourism Cash, \$295,474
- Communications:
 - Social Media Workshop for business owners in Berea on October 20th at 8:30am in the Broadway Center.
 - Social media campaign for Small Business Saturday is set to launch by the end of October. Small Business Saturday is November 26th.
 - Social Media Updates:
 - Twitter: over 4,000 impressions from tweets and slow but steady growth.
 - Facebook: Over 50 new "Likes" on the page with around 1,700 post reactions .
 - YouTube: Learnshop Video is live, and the Small Business Saturday promotional video will be posted here.
 - Instagram: Increase in followers and interactions, with over 20 likes per photo on average.
- Workshops:
 - Make It, Take It, Give It goes live by October 17th with over 90 workshops and 30 instructors.
 - Hands on Workshops (HOW) are being planned for spring of 2017

- Meghan Smith of Doodlebug Cakes was added as a HOW instructor for two cake classes on October 29th.
- Group Tour Report:
 - September 8th, a group of 30 from Tennessee attended Jammin' on the Porch
 - September 9th, the Tennessee group of 30 received a stop on tour, stayed at Fairfield Inn, had meals at the Smokehouse Grill and Artisan Center.
 - September 22nd, Arts Across the Curriculum field trip for 78 5th grade students from London, Ky.
 - September 26th, Clay County Middle and High School Students did hands-on workshops with 36 students.
 - September 29th, Tour from Ohio with 45 people, visited college square for lunch and shopping.
- Art Accelerator:
 - September Gallery Sales were \$2,688.60
 - Justin Burton, Time Wade, and Gerald Price were juried into the Kentucky Guild of Artists and Craftsmen.
 - Justin and Gerald attended the Fall Fair, while Tim attended the South Elkhorn Show in Lexington, Ky.
 - Justin has submitted to be juried into the Artisan Center, and Gerald has had his work there for a year.
 - Justin is now growing his own broom corn, participated in the National Craft Broom Competition, and has begun organizing a Sweep-In broom conference for March 31st- April 2nd.
- Upcoming:
 - Geocaching Weekend October 14th-16th
 - 43rd Annual Celebration of Traditional Music October 14th-15th

Advertising Update - Brand Advertising Group

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

Anna Hartje presented on the progress made by Brand Advertising Group. She discussed the success of the digital Fall Guild Fair advertisement. The ad generated 842 clicks to visitbera.com. Hartje discussed the 4th quarter marketing strategy to advertise to women 35-64 in certain states along the I-75 corridor, and the marketing plans for the upcoming Make It, Take It, Give It event. Hartje then discussed the status of the research being conducted by the company. She stated that the testing was complete, and they planned to send out the digital survey and have people on the ground in Berea in the coming weeks to survey visitors, shop owners, and other community stakeholders. Hartje stated that the research would be completed as soon as they received an optimal number of responses. Finally, Hartje discussed the status of the visitbera.com webpage. She presented current statistics of visitors to the site, including cities and what they clicked. She gave a mock-up of what the new site could look like, and discussed various features including a blog site, listing of shops, and new e-commerce site to sell event tickets from. She estimated it could

take up to 12 weeks to build the site due to complexity. However, the site could go live faster if it went live before the e-commerce section was completed.

Festival of Learnshops- Nancy Conley, Berea Tourism

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

This year was the 6th year of Learnshops. There were 272 different workshop sessions over three weeks, kicking off with Craft Festival Weekend. These sessions were held at various locations around town. This year, the number of registered educators taking courses for personal development decreased due to unknowns in the statewide art curriculum. However, general participation increased resulting in only a slight loss in registrations, from 1332 in 2015 to 1263 in 2016. The instructors in the event represented 5 states, and 57% of the classes were taught by Berean artists. \$45,124 gross stayed here in Berea as a result of the workshops. A survey was administered to the participants, which showed the number of previous participants is growing, as well as the number of people who heard about the Festival of Learnshops in “Other” ways, most likely word of mouth. Radio, television, and print all declined in reaching participants. However, spending in Berea increased this year by 2.9%. Finally, Conley discussed the upcoming Make It, Take It, Give It event going live on October 17, and running in November and December, as well as a series of Hands on Workshops in the spring of 2017. Early registration notices will be sent out to past participants to build loyalty.

Berea Farmer’s Market- Katie Startzman

A copy of notes provided by Startzman are available in the minute book.

Startzman discussed the \$250,000 grant received by the farmer’s market to build marketing efforts and organization. She also discussed the market’s new partnership with People’s Bank, where the outdoor market is currently being held. New data gathered with grant funds has shown that the market had seen around 10,000 visitors through July, and had topped the previous season’s income by August of this year. Startzman described the market as one of Kentucky’s oldest farmer’s markets, created by Bill Best, and said that it is composed of 60% farmers and 40% prepared food vendors and juried artists. She discussed the market’s roll as a USDA low income market, and the Double Dollar Program which allows for EBT card holders to double their purchase amount through donations to the Berea Farmer’s Market. Startzman stated that the market is a destination for visitors to Berea, and hopes to work more with the City of Berea and the Tourism Commission to promote the market. Currently, there is live music on Saturday mornings. The market will remain near People’s Bank on Chestnut St. until the end of November, and they are currently seeking an indoor location for winter. The backup plan is a walled tent on the current site.

Mortimer and Mimi Levitt Foundation Grant- Ali Blair

A brief overview provided by Blair is available in the minute book.

Blair worked with Gwen Childs of the Berea Arts Council to submit an application for the Levitt AMP Music Series Grant for a 10-week outdoor concert series in Berea. It is a \$25,000 matching grant, where half of the matching portion can be in-kind support, and half must be in cash. To build the program, Blair partnered with the Berea Arts Council, Berea College Entrepreneurship for Public Good Program (EPG), the Berea Tourism Commission, the City of Berea, the Mountain Association for Community Economic Development (MACED) and Mountain Tech Media. In order to receive the grant, Blair had to submit documentation of successful art and music events in the community, including the First Friday events and the August Concert Series. These events had to be accessible, have a diverse offering and be family friendly. On October 31st, voting will go live and run from November 1st-21st. The top 15 cities will receive grant funding for the concert events. Blair is working with Mountain Tech Media on a campaign to promote voting for Berea, and will send it to community stakeholders with a strong online presence, including the ThisIsBerea Instagram account and Berea Tourism Social Media. The winner will be announced on January 5th. Though there is no guarantee that Berea will receive the grant, Blair proposed to continue with planning, and find other funds if necessary.

Meeting adjourned at 6:45 PM.