

## **Berea Tourism Commission Minutes**

**Wednesday November 8, 2017**

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

**Support Staff Present:** Kerri Lee Hensley, Briana Daugherty, Nancy Conley, Aja Croteau

**Visitors Present:** Steven Connelly, Randy Stone, Ali Blair, Critley King, Belle Jackson, Sune Frederiksen, Lori Murphy-Tatum, Gwen Childs, Ethan Connelly, Louisa Summers, Ed LaFontaine, Jaqueline Bowling, Susie Merida, Anna Hartje Butcher, Barbara Salle

### **Approval of Agenda**

Ahmad moved to amend the agenda to add Ali Blair's update on the Levitt AMP series voting process. Gastineau moved to add the amendments; Stone seconded. Motion carries unanimously. Greathouse moved to approve the agenda with amendments; seconded by Ballinger. Motion carried unanimously.

### **Approval of Minutes: October 11<sup>th</sup>**

A motion was made to amend Donna Robertson's last name in the Public Comments section, which was misspelled.

Stone moved to approve the October 11<sup>th</sup> minutes with amendments; seconded by Greathouse. Motion carried unanimously.

### **Director's Report – Kerri Lee Hensley**

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

- Budget: Tourism Cash, \$504,141.00
- Communications:
  - Social Media Updates:
    - Twitter: Around 6,037 impressions and around 225 total followers.
    - Facebook: 5,519 total "likes", 450 page views, 4,224 post engagements, and 16,804 people reached. (Brand Ads were also run during this time)
    - YouTube: 18,936 video views so far on 25 public videos.
    - Instagram: Up to 1,105 followers.
- Workshops:

- Make It, Take It, Give It! 2017: Registration opened October 24, 2017 using the new website/shopping cart feature. This is the second workshop event using the new system. We continue to meet and communicate with Brand to discuss and work through various needs, features and processes of the new system. MTG17 takes place on weekends (Fridays, Saturdays and Sundays) beginning November 24, 2017 thru December 17, 2017. All workshops are focused on creating a tangible item(s) that may be kept or given as a gift(s). This event features 28 different workshops (total of 71 sessions) taught by 14 Berea teaching artists and master craftspeople. As of October 31, 2017 the event has sold 50 registrations grossing \$4,074.00 in revenue. We are continuing to load special offers from local businesses for MTG attendees and instructors on our Special Offers Page, as they become available. These offers may include but are not limited to discounted room nights as well as dining and shopping discounts.
  - Hands on Workshops 2018: Planning is underway for a February 2018 HOW weekend. Proposed dates are February 10 and 11, 2018. More information coming soon!
  - Festival of Learnshops 2018: This event will kick off Berea Craft Festival weekend. FOL18 dates are July 13-29, 2018. A pre-event planning meeting will take place this month (November) and a call for proposals will follow this planning meeting. All teaching artists, instructors and master craftspeople interested in receiving information on joining this event are encouraged to contact Berea Tourism and provide their contact information.
- It/Multi Media:
    - Edited and Delivered the Our Berea Short for Urban Farm Project.
    - Filmed and began editing for Our Berea Weaver's Bottom
    - Photographed and developed photos for the KYGAC Fall Fair
    - Photographed and developed photos of the Pinnacles in fall
    - Ran optimization, defragmentation, and maintenance on Office and studio media PC's
- Group Tour Report:
    - Oct. 10: Tour for 38 people from across US. Had special demonstration by College Weaving. Also ate lunch and shopped in Berea. This group travels by RV and campers around the US. They will pick a campground to base from, then hub-n-spoke to other cities in area. I also helped arrange for Premier Motorcoach Company to transport the guests from campground in Corbin to Berea.
    - Oct. 11: Tour for group of 26 from Michigan. Overnighted and dinner in Berea
    - Oct. 17: Arts Across the Curriculum field trip for 75 students, 5th grade, from Laurel County. Had 6 artists demonstrate.

- Oct. 26: Brief tour for group of 29 from Indiana. Had lunch in Berea and shopped.
  - Oct. 26: Arranged private music performance after dinner for group of 54 from Alabama. Group had dinner in Berea and overnighted in Berea
  - Oct. 27: Met group above (54 from Alabama), provided full tour, lots of shopping. Group also had lunch in Berea.
  - Oct. 30: Tour for group of 26, retirees of Ohio State University. Group had lunch in Berea, Overnighted here, had Murder Mystery Dinner Theater at Tavern, etc
  - Oct. 31: Same group (OSU retirees), took to Student Crafts at Berea College for tour of Woodcraft and Broomcraft. Group then had lunch in Berea before heading home
- Art Accelerator:
    - October Gallery Sales \$1,263.00
    - Participated in the AIR of Berea College Shift Program. Will begin AIR Evolve next semester.
- Admin:
    - Received 7 Bronze Awards at the KTIA Annual Conference for our marketing and promotion efforts.
    - Seeking to fill a part-time maintenance position after the resignation of Will Gover.
    - The Boone Tavern sign has been repaired and the lights now work- this is the first time in 50 years that the sign was able to light up.
- Upcoming:
    - Home and Hearth Christmas Bazaar: Nov 11 & 12
    - Berea Makers Market Holiday Show: November 18
    - Make It, Take It, Give It! Nov 24-Dec
    - 32<sup>nd</sup> Annual Twilight Christmas Parade: December 2

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

A copy is on record in the minutes book.

- Print Campaign: Oxford American Magazine: Special Music / Kentucky Issue. Horizon Travel & Lifestyle Magazine featured a full page “Art and More” ad in their insert in the Wall Street Journal. The Berea Citizen featured an event calendar for the month of November. 120 spots on the ABC Good Morning American Screen located in Time Square, NYC have been secured and will be displayed Thanksgiving.
- Maps- Brand has created new trail maps for Anglin Falls, the Berea City Trails, Brushy Fork Trail, and the Berea Pinnacles.

- Digital marketing: Ads for Geocaching weekend, KY Guild of Artists & Craftsmen Fall Fair, Celebration of Traditional Music, Tinsel and Treasures Holiday Vendor Market, and Visit Berea: Fall for Berea.
  - Digital Campaign Summary - Impressions: 348,782, Total Actions: 10,861, Site Visits: 363
- Digital Upcoming: Home & Hearth Christmas Bazaar, Berea Makers Market Holiday Show, Twilight Christmas Parade
- Make it, Take it, Give it- TV spots starting on 11/20 for Lexington DMA. Upcoming TV Interviews with WKYT, LEX18, abc36, and Fox 56. Dates TBA. Web Banner is up on visitberea website, and posters are hung up around town.
- Web Traffic Report: Oct. 1- Oct. 31
  - Unique Sessions 6,417
  - New Visitors 69.6%
- Year to date budget: Budget is \$335,000; Actual YTD \$101,191; Difference \$233,809

### **Celtic Festival 2017 Report – Sune Frederiksen**

Frederiksen expressed that the festival was very successful this year, as it brought almost 50 quality musicians familiar with authentic Celtic music to Berea. He noted that visits to the event’s website and Facebook page increased significantly since last year. This was the first year that the Celtic Festival and First Friday co-sponsored a performance in Berea, with around 600 people attending the concert in the Artisan Village. Frederiksen noted that he hopes collaboration will continue in the future, and that one meeting on this has already taken place. He noted some concern about local businesses not putting out tip jars for musicians that played in their stores, as the musicians are not paid for their participation in the festival, though the festival does assist with travel fees. One musician expressed to Frederiksen that this year’s festival was the best he had participated in. Frederiksen also reviewed some upcoming events that he is working on including the Danish-American Friendship Convention, which will be hosted in Berea in April 2018, the 24<sup>th</sup> Annual Danish-American Christmas Celebration on December 3<sup>rd</sup> at the Russel Acton Folk Center, and the 2018 Hands Four Spring Dance . Frederiksen also shared that he is attempting to take the McLain family band to Denmark for the 2018 Rebild Festival.

### **Berea Trail Town Report – Louisa Summers**

A copy of the presentation is on record in the minutes book.

Summers presented a study on Stephenson Bridge and the Berea Arena Theater trail. The study’s aim was to record train use type, frequency, and duration and to estimate the health impact of the two trails. User counts were taken both live and with infrared sensors. Use type and duration were collected through surveys taken by Berea College students at the trails. On average, there are 170 users on the two trails per day. Most users walk for an hour and average 4 miles. The number of annual users is 7,784. The number of people expected to die if they were not walking on these trails regularly is 74. The number of deaths per year that are prevented by this amount of walking is 13. Robertson thanked Summers and her team for their research. Greathouse noted that she believes Berea is a healthier town than it would be without the trails.

### **Levitt AMP Series Voting Process – Ali Blair**

Blair presented an update on the Levitt AMP voting phase. Berea is once again in the running to host the Levitt AMP series, and was at 16<sup>th</sup> place at the time of the commission meeting. Voting runs through November 20<sup>th</sup>, and you can vote once per email address. Blair noted that Kentucky and New York are the only states with towns entered in the competition. Posters and business cards advertising the series and the voting process have been posted across Berea. Newsletters have also been sent out via email to raise awareness. Blair and her team created a video highlighting how Levitt AMP has contributed to the Berea community, and showed the video during the meeting. Robertson expressed that tourism should pay to boost this video on Facebook to reach more people. Blair explained the voting process, saying that voters must register on the Levitt website to be able to vote for a project. The top 25 projects will move on to the next phase, though Blair noted that some preference is given to the top 10. Last year, Berea was in 17<sup>th</sup> place and was chosen to host the series. The final decision will be made by the Levitt Foundation on December 2<sup>nd</sup>.

### **All A Classic Hospitality – Lori Tatum, Richmond Tourism**

Tatum presented an update on the 2018 All A Classic Basketball Tournament in Richmond. The tournament will be held January 24<sup>th</sup>-28<sup>th</sup>, with 16 girls teams and 16 boys teams participating. Richmond does not have enough hotels to accommodate all of the players, coaches, administrators, cheerleaders, and parents coming for the event, and is looking to Berea hotels to help accommodate everyone. Tatum asks that Berea hotels let her contact with the tournament know how many people they can accommodate and what their rates will be. Tatum also requested \$1,000 from the commission to help pay for food for the participants during the event. She detailed the event's other funding sources, with the City of Richmond giving \$20,000 and the Richmond Tourism Commission giving \$5,000. Tatum also invited commission members to attend the event and help serve food to represent Berea and their contribution to the tournament. Robertson commented that she remembers the economic boost to Berea hotels from this tournament in the past.

Arnold moved to approve Tatum's request for \$1,000 to support the All A Classic Basketball Tournament; seconded by Greathouse. The motion carried unanimously.

Tatum also invited the commission to a cookout in summer 2018 with the Richmond Tourism Commission. The date will be determined at a later time.

### **2017 Trolley Report – Belle Jackson**

Jackson reported on the success of the trolley, which ran for 23 Saturdays with the guided tour of Berea. In total, there were 1387 participants, which averaged to about 60 riders per day. Belle's contract ended on 10/14. The whole tour crew had experience teaching and talking about Berea, which Jackson felt contributed to a successful and informative tour program. About 60% of riders were locals, 30% were from other areas of the country, and 10% were international. Jackson suggested that if the program continues next year, the hours should be extended to 5pm so that the tour is wrapping up as local businesses close. Robertson inquired if it would be

possible to extend the dates of next year's trolley program and if there's anything local businesses can do to help raise awareness of the program. Robertson agreed with the idea to extend the hours and added that it could be beneficial to extend the hours even later in the future if a restaurant is established in the train station. Jackson added that it may be beneficial to add a second trolley, which would allow more people to stay at shop at locations, then get on the next trolley when it arrives. She noted that most riders stayed on the trolley for the entire duration of the tour, then went back to stops in their own vehicles to shop. Sune Frederiksen asked if it would be possible to have the trolley running during the Danish-American Friendship Convention in April. Kerri Hensley responded, saying they would work with Belle to make that happen. Robertson thanked Jackson for overseeing the trolley project (change to yes can make that happen).

### **Art Accelerator Part-Time Program Manager Job Description**

A copy of the draft is on record in the minutes book.

The commission discussed the previous experience section of the job description. Greathouse suggested experience in supervising employees. Robertson suggested management experience, and Reynolds suggested previous experience as an educator. Multiple commission members recalled a previous proposal by Stone to make the position full time. Hensley expressed that with the current budget, she does not believe that is feasible. Arnold, Greathouse, Robertson, and Ballinger expressed that they believe the position should be full time due to the position's scope of responsibilities and to possibly attract a better candidate than a part-time listing would. Hensley explained that part of the decision to make the position part-time was the idea that the Program Manager could also sell their own art through the gallery, which would supplement the part-time pay. Reynolds inquired about the feasibility of a full-time contract position as opposed to a full-time city employee. Hensley responded that a contract position may be a better option. The commission decided that Hensley will schedule an executive meeting to finalize the job description before the next commission meeting.

### **Jones Signs – Directional Corner 595 and Bypass**

A copy of the proposal and sign images is on record in the minutes book.

Hensley reviewed the proposed alteration to the signs on the bypass and the addition of a new sign at the corner of 595 and the bypass. The text on the sign will be changed to a large arrow pointing towards town, as public feedback found the text to be too small to be legible while driving by the sign. The new sign at the stoplight will display the full text, as it will be easier for people stopped at the light to read it. The location of all existing signs will be maintained. Robertson expressed concern over the interstate signs advertising "Old Town" when the new signs advertise the "Artisan Village." Hensley plans to contact the state department of transportation to find out how to update the signs on the interstate.

Greathouse and Arnold jointly moved to approve the sign updates; seconded by Gastineau. The motion carried unanimously.

### **Tourist and Convention Commission Members Continuing Education Jan 2018**

A copy of the retreat information and speaker biography page are on record in the minutes book.

Hensley presented the outline of a continuing education session with speaker Marcheta Sparrow to the commission and asked that the group decide on a date and time. Robertson asked how long the session will last, and Hensley responded that it should be about 2-3 hours, but that she will touch base with Sparrow to confirm. Hensley also suggested that the session be combined with either a commission meeting or the upcoming strategic planning meeting. Arnold inquired about the speaker's fee, Hensley responded that it is \$750-\$1,000 depending on the length of the presentation. Greathouse asked if there is a state hour requirement for training for commission members. Hensley responded that there is not, but she felt the training would be helpful. The commission members all expressed their support for the continuing education session. Robertson and Greathouse requested that it not be combined with another meeting.

Gastineau moved to invite the Marcheta Sparrow for the continuing education session; seconded by Greathouse. The motion carried unanimously. Members will send their availability to Hensley so she may schedule the training.

### **December BTC Meeting**

Hensley requested to reschedule the meeting to December 6<sup>th</sup> at 5pm, as the regular time coincides with her quarterly directors meeting.

### **Public Comment**

Visitor Jaqueline Bowling asked who paid for the Boone Tavern sign to be repaired. Robertson responded that Berea College paid for the repairs. Ed LaFontaine asked for clarification on the Jones signs that will be changed. Reynolds explained the location on 595. Bowling asked who paid for the survey process for the trail town shared path survey. Hensley responded that it was paid for by Berea College. Bowling asked if an agenda of the November meeting was printed for the public. Hensley responded that the agenda was sent to the press and in the packet for commission members and offered Bowling a printed copy. Bowling asked what the purpose of the sign in sheet is. Hensley responded that attendance is recorded in the minutes. Bowling expressed that she felt individuals should sign in as opposed to just writing down group/organization names. Bowling asked when the minutes will be posted online, and expressed that the last minutes she has seen posted were from the special meeting in February. Hensley explained that meeting minutes must be approved by the commission and that newly approved minutes are posted online within 1-2 days after each meeting. Bowling asked where minutes are posted. Hensley responded that they are posted at tourism's website, [visitberea.com](http://visitberea.com). Bowling asked if the minutes are posted to [bereaky.gov](http://bereaky.gov) and Hensley confirmed that no, they are not.<sup>1</sup>

### **Motion to Adjourn**

Ahmad made a motion to adjourn. Gastineau seconded. Motion passed unanimously.

Meeting adjourned at 7:19 pm.

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<sup>1</sup> Bereaky.gov has a link to [visitberea.com](http://visitberea.com) to view commission meeting minutes.