

**Berea Tourism Commission Minutes**  
**Wednesday July 11, 2018**  
**212 Chestnut St., Berea City Hall, Community Room**

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

**Commission Members Present:** Ken Gastineau, Ahmad Reynolds, Cheryl Stone, Patrick Huston, Rick Thomas

**Support Staff Present:** Kerri Lee Hensley, Jeffrey Carpenter, Aja Croteau

**Visitors Present:** Randy Stone, David Rowlette, Gwen Childs, Susie Merida, Anna Hartje Butcher, Hannah Coldiron, Susie Patrick, Ethan Connelly, Ronnie Terrill, Jacqueline Bowling, Troy Price, Della Justice, Critley King

**Approval of Agenda**

Ahmad Reynolds asked to amend the agenda by adding Ali Blair with an update for Levitt AMP. Ken Gastineau motioned to approve the agenda with those amendments; Thomas seconded. Motion carried unanimously.

**Approval of Minutes: June 13, 2018 Meeting**

Gastineau motioned to approve the June 13, 2018 Minutes; Thomas seconded. 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, \$481,713
- Communications: Aja compiled and distributed all event information including the July newsletter, the weekly events notice sent to local businesses, promotional social media posts, and updating the website calendar. She shared two new Our Berea videos online according to their biweekly schedule. She worked with Micheal to schedule 2 Our Berea video interviews. She did a tv interview for LEX18 Live with Lee and Hayley and worked with Hank Gevedon to set up his forge for the same recording to promote Learnshops. She did a live tv appearance with another Learnshop instructor, Laura Poulette, on WKYT. She coordinated the quarterly training for business owners with Jeffrey Carpenter, who led the workshop on creative storefront window displays. She worked with Jeffrey to brainstorm how event promotion can be incorporated into window displays and began planning those ideas with a local citizen spearheading a storefront revitalization project along Chestnut St. She created the summer event poster and distributed it to local hotels. She received formal training with Daniel and Eli from the IT department to work the recording and broadcast system for Commission Meetings. She worked with Kentucky River Foothills to schedule transportation for various events and tour groups.

- Social Media Updates:
  - Twitter: 10,600 impressions and around 329 total followers.
  - Facebook: Facebook: 6,290 total “likes,” 785 page views, 12,202 post engagements, and 305,274 people reached. (Brand Ads were also run during this time and additional advertisements were run for Festival of Learnshops and the Berea Craft Festival)
  - YouTube: 20,700 video views so far on 44 public videos.
  - Instagram: Up to 1,227 followers.

## **Workshop Programs Report**

### **Berea Festival of Learnshops, July 13-19, 2018 & Singing Bird Music School, August 1-3, 2018**

As of 7/5/2018 we have 1113 registrations totaling \$91,723.00 in ticket sales (this includes 15 registrations for Singing Bird Music School).

Last year, on 7/5/2017 we had 983 registrations totaling \$81,813.20 in in ticket sales. This is an increase of 130 registrations and an increase of \$9,909.80 in sales.

Currently 90 of the 1113 registrations have been made by educators. Educators attending approved sessions will receive access to on-line cross-curricular resources, suggested classroom activities based on skills and concepts covered in session, and a certificate of participation for Professional Learning documentation.

Free and Open to the Public Learnshop Related Exhibit and Concert:

#### **The Art of the Learnshop Exhibit**

An exhibit of works by the 2018 Berea Festival of Learnshop instructors.

July 6-27: M-Th. 10am-5pm, Fri. 10am-9pm, sat. 10am-4pm. Extended hours: Mon. July 16 & 23, 10am-7pm.

**Mountain Dulcimer Concert** July 20 from 7pm-9pm at the Berea Baptist Church - 310 Chestnut Street.

Free concert by the 2018 Berea Festival of Learnshops Dulcimer Weekend Instructors, Judson Steinback, Dana Gruber and Tull Glazener with special guests, Hank Gruber, Donna Lamb and Lewis Lamb.

### **It/Multi Media**

1. Continued work designing Berea Tourism Logo
2. Filmed, edited and delivered Our Berea Short for Hot Flash Beads
3. Photographed, developed and delivered photo's for L&N Day
4. Photographed, developed and delivered photo's for Berea Car Show
5. Photographed US25 Yard Sale
6. Filmed, edited and delivered Our Berea Short for Gallery 123

### **June Group Report**

- June 13th      World Affairs Council of KY brought group of 10 from Russia to Berea for day. Group in KY for few days for art and art performance studies. Took to Gallery 123, Old Town, College Square for lunch and shopping, then to Carlberg's for dance performance and participation.
- June 16th      Group of 25 from Indiana and Illinois. Provided basic tour, overnighed in Berea, dinner, and lunch.
- June 16th      Group of 27 from Brooklyn & Queens New York. Provided driving history tour and shopping in Old Town. Group ate lunch in Berea before heading to London and Renfro for the evening.
- June 21st      Group of 27 from Frankfort. Came in 2 vans, so arranged for Foothills transportation. Provided basic tour. Lunch at Tavern, shop Square, KY Artisan Center on way out of town.
- June 25th      Group of 7 from Lexington's Legacy Senior Center. Just out for an afternoon. Provided basic tour.
- June 27th      Group of 35 from Pennsylvania. Provided driving history tour and shopped Old Town. Group ate lunch in Berea before going to Renfro Valley for the afternoon. Group also toured Dayton, Cincinnati, the Ark, Prestonsburg.

### **Art Accelerator**

During the month of June, the program had 378 visitors and \$285.00 in sales. The new fellows have moved into the space and the art and crafts they have prepared to be sold in the gallery have been displayed and positively received based on comments from visitors. We have expanded the

showroom to include the back space of the Gallery and anticipate that space to be filled rapidly with new creations from current fellows with additional items coming in from alumni from the program.

### **Administration**

Attended the DAR meeting at Fort Boonesborough.

Interviewed for the part-time reception position.

### **Upcoming**

Levitt Amp Music Series July 6-September 7

Berea Craft Festival July 13-15

Festival of Learnshops July 13-29

Swing for a Cure July 28

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

A copy is on record in the minutes book.

- Print Campaign: A ¼ page ad was placed in the Berea Citizen highlighting the Festival of Learnshops, the Berea Craft Festival, and Levitt AMP. Ads were run in the June edition of American Way- the American Airlines in-flight magazine. Event postcards were mailed to approx. 12,000 homes and businesses in Berea with event information on the Berea Craft Festival, Festival of Learnshop, and Levitt AMP. The card also highlighted statistics on tourism in Madison County, prepared by Certec Inc. for the Kentucky Tourism, Arts, and Heritage Cabinet.
- Digital marketing: 1,240,788 digital ads were delivered in June resulting in 6,835 total actions. The target areas for these ads were from Detroit, MI to Jacksonville, FL along the I-75 Corridor. Ads highlighted the Berea Craft Festival, Festival of Learnshops, and Levitt AMP. Social Media ads and boosted posts were also run in June, highlighting these events as well as the Singing Bird Music School.
- Television: A 15 second ad was run for Festival of Learnshops and a separate 15 second ad was run for the Berea Craft Festival. The ads were run on broadcast tv and on cable including channels such as the Travel Channel, Discovery, DIY, the Weather Channel, and Outdoor Channel. The target markets were along the I-75 corridor. 53,248 commercials were delivered through OTT (Over the Top Television; streaming services) during June and highlighted the Craft Festival and Festival of Learnshops.
- Web Traffic Report: June 1, 2018 – June 30, 2018
  - Unique Sessions 14,597
  - New Visitors 82.6%

- 2018-19 Budget is \$350,000.
- Upcoming Events: Levitt AMP Music Series, Berea Celtic Festival, Spoonbread Festival, Fall Mountain Folk Festival, KY Guild Fall Fair

Jaqueline Bowling asked why event postcards weren't distributed outside of Berea. Merida replied that there has been consistent feedback that Berea citizens aren't aware of upcoming events and that the postcards were a method to address that concern. Bowling asked if the same amount of effort will be put into advertising the KY Guild Fall Fair as it was for the Berea Craft Festival. Merida said yes, they will give it the same amount of advertising coverage.

Ali Blair clarified that advertisements for Levitt AMP heard on the radio were paid for through Levitt AMP funding and not through Berea Tourism.

Merida also stated that Brand will present on a new video project at the August meeting.

### **Art Accelerator Fellows**

Jeffrey Carpenter introduced the new Art Accelerator Program fellows to the Commission and invited each to share information about themselves.

Cinnamon Callins is a ceramicist who graduated from Berea College last year and has since worked for a well-known ceramics studio in Birmingham, Alabama, her home town.

Stacey Sizemore is a photographer and ECU graduate who has recently worked for a local photography business but decided to apply to the Art Accelerator Program to pursue her own artistic direction in photography.

Jesse Glenn is a painter who attended Spencerian college and whose goal is to open a studio and gallery here in Berea.

Cynthia Main is a woodworker and broom maker who saw Justin Burton's work displayed on a visit to Berea and was inspired to apply to the program and join Berea's artist community.

Carpenter reminded the commission that they are hosting a Christmas in July Gala on July 25<sup>th</sup> to formally introduce the fellows to the community and that Jesse will be doing a painting give-away at the event.

### **Celebration of Artists Project**

Hensley shared the Request for Proposals (RFP) draft and asked for feedback from the commission. Rick Thomas asked if the language of the proposal commits the project to only including a single mural. Hensley responded that the project could include more, but the project budget would have to be altered. As the project will be steered by a committee, Hensley feels that the committee can work with the commission to make those decisions down the line. Thomas asked that the language be altered to provide that flexibility. Cheryl Stone asked that the changes maintain the clarity of the responsibilities of the position. Jaqueline Bowling asked the

commission how they plan to determine if this project is supported by the community. Reynolds shared that the commission has received feedback for years from both artists and private citizens that the community would like to see more public art, especially in the form of murals. Jeffrey Carpenter shared information on Lake Placid, FL and Portland, ME, two towns that incorporated murals into their public spaces and saw a large boom of tourism and foot traffic at local businesses. Reynolds asked what the guidelines will be for the committee and how they will function, such as if they will hold public meetings. Hensley replied that the commission can set those guidelines as they see fit. Troy Price shared that the Mountain Mural Megafest will be held on August 2-5 and is a conference that will cover many aspects of public murals including painting, funding, and community involvement. Reynolds asked how the RFP will be promoted and advertised? After a brief discussion, the commission agreed to use the same method used for advertising the Art Accelerator Program Manager position, posted on a job search websites and advertised on the City of Berea's Facebook page. The commission also decided to extend the deadline to the end of August. Hensley will update the RFP language and post it as soon as possible.

Rick Thomas motioned to approve the RFP with the discussed changes to the language. Cheryl Stone seconded. The motion passed unanimously.

### **Levitt AMP Updates- Ali Blair**

Ali Blair shared that the first concert was a success, bringing roughly 600 people to the Artisan Village. She feels that moving the start time to 7pm was helpful both for local business owners and concert goers, as it allowed more set-up time and time for patrons to find seats on the lawn. The Art Accelerator Program fellows set up booths at the First Friday Pop-Up Market and were pleased with the turn-out. Blair shared the story of Mortimer Levitt, the founder of the Levitt Foundation, as well as an overview on the foundation's other music-related programs.

Blair shared that the online voting period for the 2019 Levitt AMP Series will be November 1-20<sup>th</sup>.

The Levitt Foundation mailing database contains 63,000 contacts and so far this year have had 56,000 visits to the Levitt AMP web page. Blair shared that this is noteworthy because Berea is listed first on the Foundation's official promotions about the program. Blair shared a Facebook posts highlighting visitors from Eastern KY, Western KY, and Tennessee, showing that concert-goers come from outside of Berea to attend the shows. She also shared that an average concert ticket in the US is approximately \$80, so offering free concerts is significant. The Levitt AMP budget is \$90,600 for this year. Blair stressed the importance of finding common ground for the community to move forward and hopes that the concert series can help foster that.

Blair shared that the 2019 Application opens July 17<sup>th</sup> and is due September 25<sup>th</sup>. The Berea Arts Council's board voted unanimously to apply again. Blair asks the Berea Tourism Commission for a financial commitment of \$10,000 for the 2019 Concert Series, as that commitment will greatly strengthen their application. Thomas asked if Blair could share the current year's program budget. Blair replied that she will forward all reporting information to the commission. Rick Thomas asked if an informational booth can be set up at the event giving visitors the

opportunity to sign up for the newsletter and track more accurately where visitors are coming from? Blair replied that they can work on a way to do that. Thomas also asked if there have been any disturbances or issues among concert-goers. Blair replied that there were a few disturbances at the pre-Levitt First Friday events years ago but that there have never been any disturbances at the Levitt events. She also shared that members of the Berea Police Department have come to the events and handed out stickers to children. Ronnie Terrill asked about complaints of ADA violations at the event. Blair stated that there are no violations, as Dwayne Brumley and the Codes Department have stated that the event is compliant.

The commission will review Blair's request and make a decision on the financial commitment at the August meeting. Reynolds asked to schedule a work session with the commission to discuss the future plans for Gallery 123, Tourism owned properties, and the Levitt AMP Budget request. Hensley will schedule this session with the commission members.

### **Motion to Adjourn**

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

Meeting adjourned at 6:53 pm.