

Berea Tourism Commission Minutes
Business Session
Wednesday, September 12, 2018
212 Chestnut St., Berea City Hall, Community Room

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

Commission Members Present:

- Rick Thomas
- Cheryl Stone
- Ahmad Reynolds
- Ken Gastineau
- Dale Ballinger
- Patrick Huston

Support Staff Present:

- Kerri Lee Hensley
- Megan Hardy
- Nancy Conley
- Jeffery Carpenter

Visitors Present:

- Teresa Scenters- Berea Chamber of Commerce
- Greg Powell- Berea Chamber of Commerce
- Jacqueline Bowling- Citizen
- Sandy Rowlette- Spoonbread Festival
- David Rowlette- Berea Chamber of Commerce
- Susie Patrick- Brand Advertising Group
- Barb Sallee- Brand Advertising Group
- Susie Merida- Brand Advertising Group
- Hannah Biddle- Brand Advertising Group
- Anna Hartje- Brand Advertising Group
- Ethan Conely- Citizen
- Ali Blair- Levitt Amp Berea
- Tom Howser- Swing for a Cure
- Laura Wick- Berea Makers Market
- Ronnie Terrill- Citizen
- Gwen Childs- Berea Arts Council
- Andy McDonald- Citizen

Approval of Agenda

Dale Ballinger motioned to approve the agenda; Thomas seconded. Motion carried unanimously.

Approval of Minutes: July 13, 2018

Ken Gastineau motioned to approve the July 11, 2018 Minutes; Patrick Huston seconded. 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, \$477,750.00

- Communications:
 - Aja compiled and distributed all event information including the September newsletter, the weekly events notice sent to local businesses, promotional social media posts, and updating the website calendar. She attended the Mountain Mural Megafest in Harlan, KY where she learned valuable information on public art projects and community involvement in public art. She began receiving and inputting information forms for the 2019 Travel Planner. She began working with Hank Gevedon to plan logistics for his Knives of the Original Survivors demonstration series as well as a new Tourism event, the Battle of the Blacksmiths- a one day forging competition for regional blacksmiths. She designed a t-shirt for the Battle of the Blacksmiths event and worked with Brand to add a registration page to the tourism website. She updated the trail maps to be more accurate. She created and distributed the quarterly hotel event calendars, highlighting events from August through October. She worked with Nancy to follow up with local businesses to record their participation data for special rates and discounts for 2018 Festival of Learnshop participants.

- Social Media Updates:
 - Twitter: Around 8,982 impressions and around 337 total followers.
 - Facebook: 6,493 total “likes,” 392 page views, 3, 190 post engagements, and 33,048 people reached.
 - YouTube: 21,300 video views so far on 46 public videos.
 - Instagram: Up to 1,258 followers.

- Workshops:

Berea Festival of Learnshops (FOL18) and Singing Bird Music School 2018 (SBMS18)

FOL18 was a very successful event. This event was 20 Days: 17 Days plus 3 days of Singing Bird Music School. The event had 1292 registrations totaling \$106,481.00 in revenue. There were 672 individual patrons; 106 were Bereans. Of these registrations, 31 were for SBMS18. We had 81 Instructors who taught 151 different Learnshops totalling 245 Learnshop Sessions.

Make It, Take It, Give It 2018

Call for proposals went out the week of August 20th. Proposal deadline is September 10. We will begin reviewing proposals and setting up the online catalog this week. We hope to have registration open in early October.

- It/Multi Media

Developed and Delivered Photo's for FoL 2018

Edited Developed and delivered Film clips for FoL 2018

Edited and Delivered FoL recap video

Developed and Delivered Photo's For Berea Craft Festival 2018

Continued work on Tourism Logo

- Group Tour Report:

- Aug. 13th-15th Group of 23 from Illinois. Did basket making class, had 3 different local musical groups perform for them, stayed in Berea 3 nights, ate multiple meals in town, provided basic step-on tour. Group shopped throughout town.
- Aug. 18th Group of 45 from Ohio. Stayed 2 nights in Berea, ate 2 meals, basic step-on tour with extra shopping time. Also went to Renfro Valley for Dailey and Vincent show.

- Art Accelerator:

During the month of August, the Gallery had 353 visitors and \$420 in sales. Workshops still are the exciting addition to the activity in the Gallery. The stitch club on Thursday nights has been a great addition for members of the community. The Art Fellows are all participating in the Spoonbread Festival with booths to sell their creations. They also completed their first assigned class obligations with the AIR Shift program and are set to start the AIR Evolve lessons beginning the second week in September.

Upcoming goals include creating free workshops with area Veterans. Jeffrey is collaborating with the state's Veteran Affairs office and the United States Veterans Arts Alliance out of Washington, DC.

Jeffrey has introduced a new inventory tracking system to further the transparency of the program and has also created an evaluation form to evaluate the performances of the fellows at 3, 6, and 12 month intervals.

- Admin:

Grant Applications are available online.

Hospitality Training Sept 18th and 19th at Boone Tavern

- Upcoming:

Spoonbread Festival September 21-23

Fall Mountain Folk Festival September 21-23

Powwow/ Drum Circle September 27-28

KY Guild of Artists and Craftsmen October 13-14

Advertising Update – Brand Advertising Group

A copy is on record in the minutes book.

- Susie Merida began with a brief overview of Brand’s advertising for the City of Berea including the types of campaigns they ran and their targeted demographic and areas, particularly along the I-75 corridor.
- Print Campaign:
 - Berea Citizen- August Edition ¼ Page Ad
 - Berea Citizen- September Edition ¼ Page Ad
 - Kentucky Living Magazine- ½ Page and fractional ad, 47,000 homes get this magazine, and is the #1 magazine in the state of Kentucky.
 - Group Travel Leader- Full Page Ad, people who plan group travel get this magazine.
 - Travel Host- September/ October Issue- Full Page Ad
- Digital Marketing:
 - 7/1 – 8/31
 - Ads Delivered: 962,682
 - Total Actions: 4, 477
 - Target Areas: Detroit to Jacksonville- I-75 Corridor

Brand then showed photos of the digital ads for the Berea Craft Festival, Festival of Learnshops, Levitt Amp, Discover Berea, Fall Mountain Folk Festival, and the Spoonbread Festival. Brand also negotiated ads with Cincinnati Magazine.

Brand then showed examples of social media ads that they put out for the Craft Festival, Festival of Learnshops, Discover Berea, and Singing Bird Music School.

- Radio
 - Ad for the Craft Festival on the KY News Network
 - 180 spots across KY
 - July 9th-13th

Brand then played the radio ad.

- Television
 - Select Markets
 - 15 Second Spot
 - Broadcast TV
 - Cable
 - Travel Channel, Discovery, DIY, Weather Channel, and Outdoor Channel.
 - Various markets along the I-75 corridor.

Craft Festival: 15 Second Spot

Lexington, Louisville, Hazard, Knoxville, and Cincinnati

OTT

Craft Festival and Festival of Learnshops

July 1-28

- Web Traffic Report- Combined July and August
 - VisitBerea.com- Dates July1- August 31, 2018

- Unique Sessions: 27, 315
- Top 10 Markets
 - Lexington, KY
 - Louisville, KY
 - Atlanta, GA
 - Cincinnati, OH
 - Nashville, TN
 - Chicago, IL
 - Washington, DC
 - Knoxville, TN
 - New York, NY
 - Detroit, MI

Top 10 Pages Visited

- Workshops
- Calendar
- Home
- Shopping
- Berea Craft Festival
- Dining
- Staying
- Artists
- Festival of Learnshops
- Exploring

Website Demographics: Site Visitors

- 81.8% New Visitors
- 18.2% Returning Visitor

Year to Date Budget

- Broadcast \$107,000- actual YTD \$28, 510
- Print/ Publications \$85,000- actual YTD \$2,680
- Digital Marketing \$56,000- actual YTD \$14,000
- Billboards \$20,000- actual YTD \$3,270
- Production/ Printing \$52,000- actual YTD \$8,325
- Creative \$30,000- actual YTD \$4,500
 - Total: \$350,000- actual YTD \$61,285
 - Remaining Budget: \$288,715

Brand then played the new Visit Berea video to showcase Berea that is going to be on the VisitBerea site, KY Tourism site, and Channel 12.

FOL Update- Nancy Conley

Conley announced that our 8th Annual Festival of Learnshops kicked off Berea Craft Festival Weekend. The festival was 20 days long, there were 81 instructors, 151 Learnshop classes, 245 Learnshop sessions, and 31 physical locations with a total of 1292 tickets sold.

Conley thanked our local studios and partners for all of their help making Festival of Learnshops great and a success, including our new partnerships: The Berea Arts Council, who organized and hosted the “Art of the Learnshop” Exhibit. The Kentucky Artisan Center identified new instructors and hosted 10 different Learnshops in their space. And Levitt Amp Berea for allowing Singing Bird Music School instructors and students to perform at the Levitt Amp Concert on August 3rd.

Conley then went through statistics gathered from the Festival of Learnshops including:

81 Instructors

- 28 New Instructors
- From 5 States (KY, IN, OH, TN, WI)
- From 28 Cities

36 of the Instructors live in or have a business in Berea

- Taught 128 of the 245 workshop sessions
- Grossed \$41,955 in revenue.

Of the 1292 Ticket Registrations

- 526 Patrons purchased 1-2 tickets
- 129 Patrons purchased 2-5 tickets
- 30 Patrons purchased 5 or more tickets
- The most tickets purchased by one patron was 13
- 117 Out of State patrons purchased 266 tickets (20.59% of all tickets sold)

Festival of Learnshops had 71 New Patrons

- One from Canada and one from England

Conley went on to discuss the Educational Registration Statistics. Conley explained that more and more people taking these Learnshops are paying on their own. The number of registered and invoiced to school districts was 64, not including self-paying. And stated that next year we hope to do better and hope that schools will do more funding for educators to take these Learnshops in the future. Conley explained that we had 129 registrations in 2015.

Conley then went over the results from Singing Bird Music School. Singing Bird Music School had

- 3 Fun Filled Days from 9AM-9PM
- 12 hours of instruction
- 7 instructors
- Banjo, Fiddle, and Guitar
- 31 Participants

Conley shared an experience from one of the Singing Bird Music School participants, a young lady named Courtney that learned 10 new songs on her fiddle. Conley shared a photo of the young lady with her Fiddle, and also some more photos from the event.

Conley then presented a map with all of the Festival of Learnshops and Singing Bird Music School participants on it, which showed where all patrons came from to attend the events.

The top 10 cities were:

- Lexington
- Berea
- Richmond
- Louisville
- Georgetown
- Somerset
- Winchester
- Frankfort
- Nicholasville
- Danville

Conley explained that Berea and Richmond traded places from last year, Corbin dropped down to #20 on the list, and was previously where Georgetown is now listed, so Conley wants to look more into that.

There was a survey distributed to patrons after the Festival of Learnshops, the detailed questions are included in the packet.

A lot of constructive criticism came from the surveys, especially on the venues, which patrons made comments like needing a sink, where water would be more easily accessible for paintbrushes, and more windows for better natural lighting in the rooms. As one patron said, "No windows! Dark room for artists and inspiration."

Conley then explained that sometimes it's a struggle with water and lighting, and we try to do our best to accommodate all of the Learnshop classes. The survey also gave us lots of open-ended questions, and great comments such as, "Everything about my experience was first class!" and "I loved visiting and shopping In Berea as we'll thoroughly enjoyed the Learnshop. I will be able to use the techniques I learned in my classroom this fall. So great as a PD."

Conley concluded by putting the workshop year in review, including HOW from February 2018 and FOL:

HOW

- 2 Days
- 10 Workshops
- 14 Sessions
- 64 Registrations
- \$4,982 Ticket Sales/ Revenue
- 45 Patrons

FOL

- 22 Days
- 161 Workshops
- 259 Sessions
- 1356 Ticket Registrations

- \$111, 463 Ticket Sales/ Revenue
- 717 Patrons

Coming up, we have Make it, Take it, Give it, and hope to start sales in early October.

Kerri Hensley then asked Conley to go back to the statistics slide, and explained that 2015 was the biggest year, and explained that the money is just not there in the school systems, but that we are making up for it with individuals. Hensley believes that the numbers will get stronger and stronger, and that it's exciting that individuals have made up for the teachers not funded this year.

Berea Craft Festival Report- Melissa Gross

Melissa Gross announced that the Berea Craft Festival was a success, and that they met their goal of being self a self-supporting festival. She explained that to do this, they need so many partnerships, and Tourism is a great help to them and is a great connection to have, even with Brand Advertising Group. Gross stated that it does take several months of planning and they hope to continue to maintain the quality as they go forward. The weather for the event was hot and sunny every day, and it was mentioned that the festival received excellent coverage through TV. Gross then referred to more details listed in the packets, showing numbers from the festival:

- Festival Attendance- 5, 707
- Gate Receipts- \$30, 985
- Gate Count- 6, 422, includes children and pass patrons.

Some facts Gross also mentioned were:

- 111 Artist from 15 States
- 28 New Artists
- 1 Art Accelerator Participating
- 6 Concessionaires
- 6 Musical Groups
- 1 Musical Group Premiering
- Featuring renovated Berea College Facility and Parking

Gross wanted to give a huge thanks to the streets department, and all of her volunteers. Gross then told a story, explaining how great and loyal her volunteers were, saying one of her volunteers has moved off, and they still ask off work to come back and volunteer every year.

Hensley then announced that the Berea Craft Festival won the Best Arts and Craft Show in Kentucky award for the second year in a row at the Kentucky State Fair, and Hensley and Gross' new goal is to win a third time to be included in the "Hall of Fame".

Berea Chamber of Commerce Spoonbread Festival

Kerri Hensley requested that the commission look at the spoonbread festival's grant application early since it's happening in two weeks. Grant applications are not reviewed till October, but Hensley requested that if the commission is going to grant \$5,000 for their event, that they decide that tonight so they can pay for their advertising bill.

Ahmad Reynolds said that the commission has always gave them \$5,000 and would be doing a tradition, which is why that the commission is considering moving this up.

Cheryl Stone wanted to discuss this. She agreed, that it's something that they have done, and that the Spoonbread Festival is a benefit to the commission and we should continue to give them that amount. Stone said she had two reservations about moving it up. She said that per the new rules last year, we really need accountability. If we're moving ahead, is it a material difference? Stone would like to keep the grant process as orderly as possible.

Rick Thomas agreed that we need to have accountability of those funds, and agreed that the process is clear so everyone has a chance.

Stone then said that grant applicants showing the results of investment was a problem last year. Financial reports need to be submitted after the event to be assured.

Reynolds then said that David Rowlette did submit a financial report last year. The original letter was sent on July 27, 2018 to the commission regarding the \$5,000 request to also partner with the chamber as a sponsor for entertainment at the Spoonbread Festival, that was sent by Teresa Centers. I assume that we will go ahead and give them the traditional \$5,000 and that we will do so as long as the festival is here, but it's up to us. Reynolds then said that he doesn't have a problem with tabling the application and discussing it with the other applications.

Thomas then said that if he was given \$5,000 traditionally that he would assume that he would get it every year as well, and he agrees that they probably need it in advance. I agree to give them the traditional \$5,000 and tabling the additional \$5,000 till next meeting.

Dale Ballinger said, in their defense, this was a request last month.

Kerri Hensley said, unfortunately we didn't have a quorum last month, and we wanted to announce that grant applications are open on TV.

Patrick Huston said that he feels like that we should do it again because it's the biggest draw for people in Berea.

Stone said that she agrees that the commission should do the \$5,000, and to not mistake what she said. We have instituted new grant procedures, and are trying to keep it following what we set up.

Ahmad said, that going forward we have had a long budget season, and we got behind, we recommend that we open the process at the beginning of the fiscal year.

Stone asked if they additional funding will be discussed at he grant meeting next month?

Reynolds replied, yes.

Rick Thomas made a motion to grant the Spoobread Festival the traditional \$5,000 in advance, and to review additional funds at next month's meeting.

Patrick Houston Seconded the motion.

Cheryl Stone Declined the motion.

Motion Passed with the majority 5:1.

The floor then opened up for discussion.

Greg Powell wanted to thank the commission members, he feels that the funds are leveraged to everyone and the ration of advertising spending in excess of \$6,000, the \$5,000 heled us cover a third of that. Powell then wanted to discuss the additional request for entertainment. Powell described entertainment as a huge loss leader. The Spoonbread Festival has people such as Walker Montgomery. The festival has 261 vendors from 8 states and over 50 cities throughout Kentucky. The Spoonbread Festival's Facebook page last month had 18,000 hits, and now has 398,000. That's 276,000 hits in one month. Along with that, there are 19,000 people interested in going on Facebook.

Powell also said that the Spoonbread Festival's Balloon Glow was another loss leader. He said that on Facebook, the Balloon Glow page last month had 433,000, and has increased by 94,000 in one month. Along with that, there are over 21,000 people interested in going on Facebook. Powell then said that if it increases we don't know where we'll put people, and David Rowlette is working on that. Powell said that he can't stress enough how wonderful it would be to partner with Berea Tourism for entertainment because visitors can spend \$0 or thousands of dollars at the Spoonbread Festival, nobody feels out of place. Powell then said that the ATM's on site brought in \$23,000. Along with this, the Spoonbread Festival brings people to the hotels and restaurants. Powell also noted that in 2007 the festival had 21 vendors, this year there are 261. The festival broke 100 in 2012 with 133 vendors. In 6 years the festival has grown from 133 vendors to 261, which we are very excited about. Powell then announced that volunteers are a huge help, and they are currently taking volunteers. So come take a walk through the park, it'll be great.

Ethen Connelly then said that if 20,000 people actually showed up to the festival then there would be infrastructure concerns, and Facebook isn't an accurate way to count number of attendees.

Sandy Rowlette said that they wish they had a way of calculating the actual number of people.

Connelly suggested that maybe they could do a survey.

Jeffrey Carpenter suggested maybe coming up with an app for people to check in on their phones.

Reynolds suggested that we have a continued discussion at the chamber meeting.

David Rowlette said that there's never a good time for a deadline. By their event being in September, we would have to look at funding for next year, and they had to mke decisions weeks ago, like do the tourism logos stay on or go off of the advertising. I kept them on in good faith. For the Balloon Glow, every balloon is over \$1,000. Winter applicants are put in a bad position.

Reynolds said that he has to agree that our budget was in question this year.

David agreed, and said that budgets are moving targets, and that maybe they need to apply in advance. They're looking for partners, not people throwing money at things.

Reynolds then thanked David Rowlette.

Levitt Amp

Kerri Hensley wanted to make it clear that we are not talking about grant applications for Levitt Amp. Berea Tourism has written a letter of support that states if awarded they would provide \$3,000 in cash match. Hensley is doing that again this year. The line item and money are there to do so. It's a good event for our visitors and local people. We would like to vote on this this evening to get the letter to them.

Reynolds said that he thinks that we should proceed to give them the money that we've gave them the past two years.

Hensley said that she wants to clarify that she will be sending the letter of support, of \$3,000 as the last two years from the line item, Concert Series. She wanted to clarify that we are not using the grant line item for this request. In the packets, there are the 2016 and 2017 financials, and the requested attendance numbers.

Cheryl Stone then said, back to the procedures, we have a process in place and we need accountability. Here we are once again with exceptional circumstances.

Ali Blair then explained that the more funds and partners confirmed, the stronger the application.

Blair then explained that Levitt Amp raises funding to pay for itself, the Arts Council does not profit from it.

Stone then asked if anyone disagrees about the consensus, and said that the commission received a lot of support from the community and believes we should be sponsors of Levitt Amp.

Stone then asked if Hensley has suggested to go ahead and commit to the \$3,000 sponsor, and wait till next meeting for additional funds?

Reynolds then responded, correct.

Rick Thomas said that he is fine with the \$3,000.

Dale Ballinger said that it was known that it was coming, and anything above that amount should be put in a grant request.

Cheryl Stone made a motion to move that the commission provide Levitt Amp a grant of \$3,000 and as we are doing with Spoonbread, balance of request at next meeting.

Rick Thomas seconded the motion.

Motion passed unanimously.

Tolle Building Renovation

Randy Stone could not attend, so this discussion was tabled until next month's meeting.

Makers Market Discussion

Laura Wick began by giving a vendor revenue report from the Berea Makers Market.

- Top earner Spring 2018: \$1,000 (17 vendors reported income)

- Holiday 2018: \$1,300 (Out of 23 vendors who reported income, 16 had \$500 or more in sales)
- Spring 2017: \$1,000 (18 reported income)

Wick then went over responses that she got back from her Spring 2018 attendee survey that got a total of 120 responses out of estimated 500 attendance.

Was Berea Makers Market a big factor in choosing to visit Berea today?

52- Yes

5- No

61- I live in Berea

Do you plan to visit any other shops or points of interest while you're in town?

50- Yes

4- No

12- Maybe

How did you hear about Berea Makers Market?

39- Friend

60- Facebook or online source

13- Newspaper

21- Other

Did you make a purchase at the show today? (Food, handmade items, etc?)

80- Yes

5- No

29- Might come back later, or purchase online from Makers featured at show

1- I will

1- Not yet

Are there any things you'd like to see at our next show that you didn't find this time?

22- Yes

49- No

3- Not sure

Wick explained that the grant was very helpful for marketing and advertising, using mainly print and online advertising, but wants to move toward more online advertising in the future to appeal to the modern crowd. Wick also announced that the Makers Market got great publicity, including the Herald Leader doing a feature story on the event, which was free of charge.

Wick then went on to say that the Berea Makers Market is great for visibility for Etsy/ Online Sellers to showcase their work, since they don't typically have a storefront. The event is kid and family friendly, which got a good response. Also having local food from central KY vendors, including new Berea business, Coddwomple Coffee.

She discussed that the Holiday Market is coming up, and is way ahead on Facebook for interest, with 4.3 thousand interested, they are encouraged, since their attendance was 1,000 last year. Their Holiday 2018 goals are to have 1000+ attendees, manage foot traffic, have a website revamp, and have more effective marketing, like doing more online marketing to reach the modern craft market. Spring 2019 goals for the Makers Market is to possibly do a rebrand or relaunch and potentially charge admission (\$2- \$3) to increase revenue.

The issue that Wick mentioned was revenue, since the market only gets revenue through the booths, and some small sponsors.

The long-term goal that Wick would like to achieve for the Berea Makers Market is, collaborating and working together to strengthen the community of makers, stating “The sky’s the limit when you think of creative retail.” An idea that Wick had was for some Makers to have “pop-up shops” since most of them don’t have storefronts. Wick then showed a photo of a vintage van that was made into a “pop- up shop” as an example of a “pop-up shop” that the makers could potentially do.

Ken Gastineau then asked Wick if the Berea Makers Market was juried?

Wick said that yes, they have a process and review applications, then decide which makers will fit into the event.

Gastineau then asked Wick if all of the work is handmade? Because he had saw something for sale that was from China.

Wick replied that his question is valid, and explained that makers sometimes hand assemble, and the qualifications are more lax. Not everything comes from the US, some supplies are bought at craft stores then hand assembled. Wick then explained to Gastineau that some makers sell their product in shops, but they are designed and developed in China. Wick went on to explain they are not promoting that they are fine artists, she explained that makers are not to the level of a fine craftsman, which is why the Berea Makers Market is more of a social event, as well as an experience, it’s different than promoting fine craft.

Swing for a Cure Discussion

Tom Howser began by saying that Swing for a Cure was very successful. The event had 38 teams and 3,500 people. Howser then went on to explain that over the last 2 years there have been 65 teams and 6,500 people. Markey Cancer Foundation got behind the event this year. Markey’s doctors came out for the opening ceremony, including one who did Howser’s stem cell research.

He explained that the money raised at the event goes toward helping local people financially with their travel to get to their doctor appointments and treatments, which he described as “a great first step.”

Howser mentioned that we may need a third site next year to accommodate more teams participating. Howser said that it is important for him to be sponsored by Berea Tourism because that means this town is behind us, and that is important.

Grant Update

Hensley announced that grant applications are online at VisitBerea.com and are due on September 30th.

Motion to Adjourn

Dale Ballinger made a motion to adjourn. Rick Thomas seconded. Motion passed unanimously.

Meeting adjourned at 7:24pm.