

Berea Tourism Commission Minutes
Business Session
Wednesday, August 10, 2016
Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street

Business Session: Called to order at 5:01 PM, Reynolds presiding.

Commission Members Present: Ahmad Reynolds, Cheryl Stone, Pat Greathouse, Ken Gastineau

Support Staff Present: Kerri Lee Hensley, Dylan Bogard

Visitors Present: Jessa Turner, Gwen Childs, Barbie Baker, Reid Connelly, Andy McDonald, Bret Hetzell, Ali Blair, Critley King, Barb Sallee, Susie Merida, Anna Hartje Butcher, Hannah Coldiron

Approval of Agenda

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

Approval of Minutes: June 29, 2016

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

Approval of Minutes: July 13, 2016

Stone moved to approve the minutes of June 29, 2016; 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.

- Berea Named Number One Town for Arts and Crafts Lovers by American Craft Week. Two Berea Art Accelerator graduates placed in to 30 under 30 artists by American Craft Week.
- Budget: Tourism Cash, \$341,058.00
- Personnel:
 - Dylan Bogard, Communications Manager. Introduced himself and spoke about the social media, signage, and other projects he is working on.
 - Office Manager Application deadline has ended. Awaiting applications from HR for review.
- Fellowship of Learnshops 2016:
 - sold 1263 tickets with revenues of \$101,276.
 - 17 days of workshops
 - 63 instructors
 - 283 hands on sessions
 - 605 individual participants
 - 19 States
 - 77 registered educators, down due to lack of funding, but general participation was up.
- Group Tour Updates:

- Bluegrass Technical College brought a group on July 20, 2016 for an eco/sustainability tour.
- 31 person bus tour from Pennsylvania on July 29, 2016 for College Square and Old Town.
- 51 person bus tour from Kentucky and Indiana on July 29, 2016 for the Quilt Extravaganza, Old Town, and the Artisan Center.
- 30 person bus tour of Agriculture Agents and Ranchers from Virginia on July 29, 2016 for Artisan Center, Old Town, and Berea College.
- Art Accelerator:
 - New awnings were installed; the building is more eye catching to visitors.
 - Working with Economic Development (Danny Isaacs) and Berea College to further develop business and technical training. This year they will be using AIR Training, running late August through May.
- Wayfinding:
 - Signs are being installed.
 - The company has been on the ground for three and a half weeks.
 - The signs should be up by the beginning of the week of August 15, 2016.
- Administrative:
 - Berea City Council will host a joint meeting September 20, 2016 at 5:30pm.
 - Currently working on an agenda for the meeting.
 - The Entrepreneurship of Public Good sent a thank you for our participation in the Splash and Dash. There were 41 participants, 57 volunteers, and over 200 in attendance.
- Upcoming:
 - September 16-17, 2016 the Appalachian Food Summit will be held in Berea. 150 tickets to the event will be sold.
 - The Summit currently has 35 rooms blocked at the Holiday Inn Express and Fairfield Inn
 - Berea Tourism is providing goody bags for the event.
 - Event organizers have reached out to local restaurants for contributions to the goody bags.

Move the next regularly scheduled Tourism Commission Meeting

Motion to move the date of from Wednesday, September 7 to Tuesday, September 20, 2016 to present to City Council.

Greathouse moved to change the date, and Gastineau seconded. Motion carried.

Event Update – Quilt and Fiber Extravaganza

Gwen Childs was introduced from the Berea Arts Council. She thanked the Commission for funding the event. This year, the event was expanded to also include fiber art and vendors. She introduced Barbie Baker, the chair of the event.

Baker noted that the event had similar numbers from previous years, with two countries, 17 states, and 51 Kentucky counties represented. One 51-person tour bus stopped at the event. The non-profit section of the event saw great success this year, along with many of the presenters.

The event took 100 volunteers from across the state and the organizers worked with the Artisan Center and Union Church to spread the event across the community. The new layout in the community school also helped to drive business to vendors and non-profits.

Ahmed asked how the group could improve. Baker suggested TV ads and inviting more fiber artists to the show to expand the market.

Advertising – Brand Advertising Group

Barb Sallee, Susie Merida, Anna Hartje, and Hannah Coldiron with Brand Advertising Group were introduced. They discussed several marketing ideas they had, focusing on the key concepts of art, nature, music, food, hospitality, and history. After discussing four conceptual marketing plans, they discussed the progress of the survey. The survey is completed, and they plan to start meeting with commission members and stakeholders in the next two weeks.

During the question portion of the presentation, Stone asked the group to add sustainability to the list, and Ahmed asked that more focus should be on hiking rather than biking in plan C, More than Art.

Meeting adjourned at 5:45 PM.