

**Berea Tourism Commission Minutes  
Business Session  
Wednesday, January 8, 2020  
212 Chestnut St., Berea City Hall, Community Room**

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

**Commission Members Present:**

- Ahmad Reynolds
- Rick Thomas
- Patrick Huston
- Charles Arnold

**Tourism Staff:**

- Kerri Hensley
- Megan Campbell
- Jeffrey Carpenter

**Visitors Present:**

- Susie Merida
- Anna Harjte
- Jacqueline Bowling
- Donna Angel
- David Gregory
- Ali Blair

**Approval of Agenda**

Charles Arnold motioned to amend the agenda to add the approval of the December 11, 2019 Berea Tourism Commission Work Session Minutes to the agenda. Patrick Huston seconded; Motion passed unanimously.

**Approval of Minutes: December 11, 2019 Work Session**

Charles Arnold made a motion to approve the December 11, 2019 Work Session Minutes; Rick Thomas seconded; Motion passed unanimously.

## **Approval of Minutes: December 11, 2019 Business Session**

Rick Thomas made a motion to approve the December 11, 2019 Business Session Minutes; Patrick Huston seconded; Motion passed unanimously.

## **Public Comment**

No public comments.

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

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

## **Communications**

Megan has continued stepping in for the Office Manager position. She also compiled and distributed all event information including the monthly newsletter, the weekly events notice sent to local businesses, and promotional social media posts. She sent out a reminder **that all event information must be submitted on VisitBerea.com on the Community Calendar to be included in Tourism's monthly newsletter and events calendar.** She has been keeping the website up to date and fulfilling media requests. Megan's Berea Winter Holiday Storefront Decorating Contest social media campaign was a success! 19 storefronts participated, and Appalachian Fireside Gallery was our winner! She is hoping to plan more campaigns like this one in the future. Megan is in the process of creating and scheduling content for social media and organizing the media library.

## **Social Media**



Twitter: Twitter: 5,652 impressions and around 420 total followers



Facebook: 7,528 total "likes," 779 page views, 7.725 post engagements, and 15,316 people reached.



YouTube: 28,745 video views so far on 47 public videos.



Instagram: Up to 1,846 followers.

### **Workshop Programs Report**

#### **Make It, Take It, Give It - Nov. 29, 30, Dec. 1; Dec. 6, 7, 8; Dec. 13, 14, 15; Dec. 20 and 21, 2019**

MTG19 was a successful event with 197 ticket registrations. Thirteen local Master Craftsmen and Teaching Artists led 50 workshop sessions over a 11-day period. Patrons joined us from 6 states (KY, IN, OH, TN, MD and TX). We had a total of 116 patrons, 15 of which were Berean's. The gross revenue totaled \$16,873.00.

#### **Hands on workshops April 17-19, 2020:**

Event creation is completed and will go live mid to late January 2020.

#### **Festival of Learnshops July 12 – 26, 2020 (10<sup>th</sup> Anniversary Event) AND Singing Bird Music School July 29 – 31, 2020:**

Team is currently securing additional space and beginning the set-up process for data entry to website for online listings.

### **Dec Group Report:**

- Fri. Dec. 6<sup>th</sup> Group of 20 from Ohio on Mystery Tour. Organized several activities for them including special Artist demo, shopping, music by Donna & Lewis Lamb, etc. Group overnited and had Murder Mystery dinner in Berea. Leader had purchased Christmas ornaments from Berea artist as surprise for group. Arranged for Santa to pass out to group after music.
- Mon. Dec. 9<sup>th</sup> Group of 28 from Michigan in town for part of day. Provided basic step- on tour, shopping. Group ate lunch in Berea before heading on to Asheville.
- Mon. Dec. 9<sup>th</sup> Group of 56 from Ohio ate lunch at Boone Tavern. Arranged private music concert for them after lunch.
- Tues. Dec. 10<sup>th</sup> Group of 50 from Missouri. Provided basic step-on tour, shopping. Overnited and dinner in Berea.
- Wed. Dec. 11<sup>th</sup> Group of 208 (4 buses) in Berea for lunch. Arranged music by Donna & Lewis Lamb as well as Al & Alice White for group. Since group was so large, ate in 2 separate dining rooms, so had Musicians in each one.

Sunday Dec. 15<sup>th</sup> Group of 35 from Ohio. Provided driving history tour. Group did some shopping on own. Also had lunch in Berea. Did overnighted in Berea, but dinner and show at Renfro Valley.

### **Art Accelerator**

The gallery had 348 visitors for the month of December. That was up 39% over last year which had 232 visitors. Sales were \$685 which was up 31% over last year's total of \$525. We had 3 workshops that were free to the public with 21 participants. The gallery has been cleaned and rearranged for the 2020 season. The fellows focus now will be on Kentucky Crafted. We will be having weekly progress production meetings and monitoring goals and objectives to meet quotas in order to have plenty of merchandise for this event. We start our Men's Needle Group this month which is a weekly gathering of men who crochet, knit, felt, etc. We will also start up winter classes as well.

### **Upcoming**

January 15<sup>th</sup> National Historic Designation Kick Off meeting.

### **Brand Advertising Updates**

A copy is on record in the minutes book.

The commission asked Brand why they did not submit an RFQ. Brand explained that they felt like the commission already knew their qualifications since they are the current advertising agency. Brand also mentioned that they recently had a Q&A with the commission, and felt that all of their questions had been answered at that meeting. They explained that if they sent out an RFP instead of an RFQ they would have submitted one.

### **RFQ Process**

The commission discussed the RFQ process and the next steps they will take in reviewing the applicants. The deadline for the RFQ was December 31, 2019. Copies of the RFQ's were handed out to commissioners at the January 7, 2019 Work Session.

The next step for the commission will be setting a date to meet with the applicants and discuss their qualifications in person.

The commission had a concern regarding asking for an RFQ instead of RFP after Brand's explanation as to why they did not submit an RFQ to the commission. The commission

decided to get a legal opinion on how to handle the miscommunication, and if that means that the process can or cannot include Brand Advertising Group when selecting an advertising agency.

The commission decided to have a special called work session on January 22, 2020 to finish evaluating the RFQ's and get more clarification regarding Brand in the meantime.

**Kick Off Meeting Announcement- The Old Town and Chestnut Street Historic District to the National Register of Historic Places**

Kerri Hensley announced that the kick off meeting for Old Town and Chestnut Street to be added to the Historic District to the National Register of Historic Places will take place on January 15<sup>th</sup> at 6:00PM in the Council Chambers, 304 Chestnut St. Hensley invited property owners to this meeting, and delivered letters in person with meeting details.

Rick Thomas made a motion to adjourn; Patrick Huston Seconded; Motion passed unanimously.

Meeting adjourned at 6:01 pm.