

Berea Tourism Commission Minutes (DRAFT)
Business Session
Wednesday, October 9, 2019
212 Chestnut St., Berea City Hall, Community Room

Business Session: Called to order at 5:04PM, Reynolds presiding.

Commission Members Present:

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

Visitors Present:

- David Gregory
- Andy McDonald
- Jeffrey Carpenter
- Jacqueline Bowling
- Jennifer Napier
- Cheyenne Olson

Approval of Agenda

Rick Thomas motioned to make an amendment to the agenda, to add discussion on Historic District Designation; Charles Arnold Seconded; Motion passed unanimously.

Approval of Minutes: September 4, 2019 Work Session

Patrick Huston made a motion to approve the September 4, 2019 Work Session Minutes; Rick Thomas Seconded; Motion passed unanimously.

Approval of Minutes: September 11, 2019 Work Session

Dale Ballinger made a motion to approve the September 11, 2019 Work Session Minutes; Rick Thomas Seconded; Motion passed unanimously.

Approval of Minutes: September 11, 2019 Business Session

Patrick Huston made a motion to approve the August 14, 2019 Business Session Minutes; Dale Ballinger Seconded; Motion passed unanimously.

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 Manger position. She also compiled and distributed all event information including the October newsletter, the weekly events notice sent to local businesses, and promotional social media posts. She has been keeping the website up to date and fulfilling media requests. She created social media posts to help promote local events, such as the Spoonbread Festival. She also created a social media post to announce that HOW registration is live on VisitBerea.com. Megan is in the process of getting together the local business's updated information forms for the 2020 map and website, scheduling various social media posts to promote Berea, editing FOL photos, and organizing the media library.

Social Media

- Social Media Updates:
 - Twitter: Around 4,211 impressions and around 408 total followers.
 - Facebook: 7,412 total "likes," 709 page views, 4,633post engagements, and 12,341 people reached.
 - YouTube: 27,553 video views so far on 47 public videos.
 - Instagram: Up to 1,574 followers.

Workshop Programs Report

Hands on Workshops October 11-13, 2019

Registration went live September 5, 2019. As of October 7, 2019, we have 98 registrations totaling \$7,935.00 in gross revenue. Ten out of 24 sessions are sold out. Max registration capacity for this event is 167 registrations.

Make It, Take It, Give It (MTG) Nov. 29, 30, Dec. 1; Dec. 6, 7, 8; Dec. 13, 14, 15; Dec. 20 and 21, 2019:

Deadline for proposal submissions was September 6, 2019. Thirty proposals were received. Our team has reviewed the proposals and have accepted 27. Began event creation/website data entry for individual workshops to be offered . Registration is planned to go live October 9, 2019.

Hands on workshops April 17-19, 2020:

The call for proposals went out on August 29, 2019. Reminder emails went out September 28 and October 3, 2019. Proposal submission deadline is October 4, 2019. Registration for this will go live in mid-November.

Festival of Learnshops July 12 – 26, 2020 (10th Anniversary Event):

Deadline for proposal submissions is November 6, 2019. Registration for this will go live in early March. Call for proposals to previous instructors to submit artwork to be considered for use on promo items such as a rack card and poster for the 10th anniversary was sent on September 18, 2019. Festival of Learnshops will be presenting Signing Bird Music School dates are July 29 – 31, 2020.

Sept Group Report:

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| Sunday Sept. 8 th | Collette Travel, 40 people from around US, watched 3 artist demonstrations, shopped, went to Boone Tavern for lunch. |
| Thurs. Sept. 12 th | Berea College students from Log House Craft Gallery & Visitor Center, 21 students. Provided Foothills shuttles to bring to Old Town. Took students into galleries, studios with purpose of seeing what is here and how to best guide visitors here. This done upon request of college supervisors. |
| Friday Sept. 13 th | Morning Pointe Memory Care, Danville, 15 people, came to Old Town to watch couple of artists then lunch in town. This part of “Spark in Creativity” week at their center. |
| Sunday Sept. 15 th | Collette Travel, 47 people from around US, watched 3 artist demonstrations, shopped, Went to Boone Tavern for lunch. |
| Sunday Sept. 22 nd | Collette Travel, 22 people from around US. Due to Spoonbread Festival, arranged for 3 artists to demonstrate in lobby of Boone Tavern for this group, then lunch there. |
| Monday Sept. 23 rd | Group of 38 from Wisconsin. Provided driving history tour, shopping time. Arranged music for group after dinner in Berea. Group also overnighed in Berea. |

Wed. Sept. 25th Group of 54 from Bardstown on a one-day Mystery Tour stopped in Old Town to shop.

Sunday Sept. 29th Collette Travel, 43 people from around US, watched 3 artist demonstrations, shopped, went to Boone Tavern for lunch.

Art Accelerator

Gallery 123 had 691 visitors for the month of September, up 47% over the total for September 2018. Sales were \$809 up 144% over September of 2018. The fellows are working producing products and getting ready for the holiday and craft fair season that is rapidly approaching. Tour groups from Collette are getting amazing demonstrations by Brian Wylie. He also just got a commission from the Hospice Center in Richmond to do a landscape of their property. Jill Angelle has produced some new product lines including ornaments and stuffed bears for the Christmas season. Becky Brown has created some whimsical seasonal jewelry as well, including candy corn and pumpkin earrings. Upcoming classes include Metal Jewelry Stamping, Paint a Bear, Pine Ornament Making, Holiday Card Design, Gravestone Rubbing, and a four week drawing class. They are sponsoring the Lion's Club International Peace Poster contest for 11, 12, and 13-year olds.

Administration

Part-time Welcome Center interviews were conducted.

Upcoming

Oct 12-13 KY Guild of Artists and Craftsmen Fall Fair

Oct 10-13 Celebration of Traditional Music

Oct 18-20 Geocaching Weekend

The commission asked Hensley what Levitt AMP's numbers were for this year. Kerri said she did not have those numbers yet, but she would contact Ali Blair to come and present a Levitt AMP recap from this year at next month's meeting.

Jennifer Napier- Geocaching

Jennifer Napier gave an update on the plans for this year's upcoming Geocaching Weekend, and explained to the commission what exactly Geocaching is. Napier explained that the word Geocaching means something on earth that is hidden. She explained that Geocaching

was a worldwide sport, and people from all over the world and country visit every year for the event. She was excited to share that out of everywhere in the world, Berea was one of 80 locations in the world chosen for a trial run of a new type of Geocache, that will be on the AdventureLab App. Napier explained this as more of a sightseeing/ exploring geocache vs a geocache that you hunt for. Napier then showed the commission different examples of geocaches hidden throughout Berea.

NA Isaac- John Miller

Kerri Hensley explained to the commission that she had reached out and invited John Miller from NA Isaac to help us recruit a tenant for the Depot, but he respectfully declined.

The commission then discussed what they should do to move forward with finding a tenant for the Depot. The commission came to consensus that they want a business that will be a traffic generator, preferably a restaurant, in the depot.

Patrick Huston mentioned that he knew some potential Head Hunters. The commission agreed that they would like to reach out to them to get professional guidance and see what possible tenants are out there. Hensley said she would get with Patrick and reach out to the Head Hunters, then give the commission an update at next month's meeting.

Farmers Market Pavilion Funding- Rick Thomas

Rick Thomas gave the commission an update on the grant application for the multiuse pavilion. Thomas passed out a handout with the architects updated estimated cost. Thomas said the Berea Farmers Market has made a commitment to move there as their permanent location if built. Thomas explained that they will now get a blessing from the county and state to move forward with the pavilion. He then explained that the grant is a match, so every dollar we put up, they will put up with a maximum amount of \$250,000.

Rick Thomas then made a motion to match funding the multiuse pavilion up to \$300,000 contingent upon receiving funding from the Governor's Office of Agricultural Policy. Charles Arnold Seconded; Motion passed unanimously.

Historic District Designation Discussion

Kerri Hensley gave the commission an update on the Historic District Designation Status. Hensley is in the process of scheduling a public meeting to inform property owners affected

regarding what exactly the Historic Designation Status is, and how it will affect them. The commission agreed that they want community support before they move forward with paying for the Historic Designation Status. Hensley then said she would like to request a motion from the commission, making sure that they are on board before moving forward. Dale Ballinger made a motion that the Berea Tourism Commission is committed to the Historic District Designation project by allotting up to \$20,000 for this project contingent on property owners support in the affected district. Rick Thomas Seconded; Motion passed unanimously.

Hensley then reiterated that the district that would potentially be affected would be N. Broadway, Adams St., Main St. through Chestnut St., and Berea College.

RFQ- Advertising Agency

The commission reviewed the Request for Qualifications (RFQ).

Charles Arnold suggested splitting up the application, and interviewing people for advertising and website development/ social media separately. Reason being, some ad agencies don't offer social media services, and there are potential independents that specialize in only website development and social media. The commission agreed with Arnold.

The commission decided that they will put together a separate RFQ for Web Design and Social Media and discussed a timeline for the RFQ.

Dale Ballinger made a motion to send out both RFQ's on November 1st and have them open until December 31st to be reviewed in January. Charles Arnold Seconded; Motion passed unanimously.

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

Meeting adjourned at 7:18 pm.