

**Berea Tourism Commission Minutes
Business Session
Wednesday, November 13, 2019
212 Chestnut St., Berea City Hall, Community Room**

Business Session: Called to order at 5:06PM, Reynolds presiding.

Commission Members Present:

- Ahmad Reynolds
- Rick Thomas
- Patrick Huston
- Linda Ross
- Charles Saunders

Visitors Present:

- Susie Merida
- Anna Harjte
- Emily LaDouceur
- Ali Blair

Approval of Agenda

Rick Thomas motioned to approve the November 13, 2019 Berea Tourism Commission Meeting Agenda; Patrick Huston Seconded; Motion passed unanimously.

Approval of Minutes: November 13, 2019 Business Session

Patrick Huston made a motion to approve the November 13, 2019 Business Session Minutes; Rick Thomas 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 monthly 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. Megan was featured on ABC 36's Hometown Tours on October 29th along with Jeffrey Carpenter about what Berea has to offer this holiday season. Megan started a GoPro Video project. She took her GoPro camera up The Pinnacles, with help from the Fire Department, to get video footage of the hike and lookout. She is currently editing that footage and planning on uploading the finished video to the website and social media. Megan and Nancy worked the Tourism Halloween at the Park booth, which was a fun, successful evening. Megan is also in the process of getting together the local business's updated information forms for the 2020 map and website, creating content for social media, and organizing the media library.

Social Media

- Social Media Updates:
 - Twitter: Around 5,497 impressions and around 413 total followers.
 - Facebook: 7,463 total "likes," 520 page views, 4, 885 post engagements, and 13,875 people reached.
 - YouTube: 28,484 video views so far on 47 public videos.
 - Instagram: Up to 1,766 followers.

Workshop Programs Report

Hands on Workshops October 11-13, 2019

This event had 101 registrations totaling \$8,156.00 in gross revenue. Nine instructors taught 13 different workshops (21 sessions total) over the three-day event. Registered was 72 patrons from five states (KY, OH, MI, IL and MD). Nine patrons were from Berea.

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

Catalog and registration went live on October 9, 2019. There are 107 registrations totaling \$8,948 in gross revenue as of Nov 7th.

October Group Report:

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| Wed. Oct. 2 nd | Group of 14 from upstate New York. Did Barnwood Birdhouse Class. Dinner in Berea. |
| Thurs. Oct. 3 rd | Group of 25 corvettes, 50 people from all over US came to Berea to shop, lunch at Boone Tavern, dinner at Apollos. This Caravan organized through Corvette Museum, helps raise money for Trooper Island. |

Sat. Oct. 5 th	Group of 40 from Western KY shopping. While shopping met with leader regarding tours for International visitors in 2020.
Sun. Oct. 6 th	Group of 37 (Collette Travel) from around US. Arranged demonstrations by 3 artists, shopping after. Lunch at Boone Tavern.
Mon. Oct. 7 th	Group of 52 from Indiana, arranged music for group after dinner.
Wed. Oct. 9 th	Met with representatives from World Affairs Council, Louisville and Washington DC regarding International visitors, both groups and individuals for 2020. Each set of visitors will have different focus during trip—art & culture, economic development, sustainability, etc.
Thurs. Oct. 10 th	Group of 36 from Illinois. Shopping in afternoon. Overnight and dinner in Berea. Had planned to do step-on tour but had delay in arrival due to interstate issues.
Fri. Oct. 11 th	Group of 32 students from Japan through Madison Co. International Homestay organization. Students did hands-on activities with Gallery 123.
Thurs. Oct. 17 th	Group of 25 corvettes, 50 people from all over US came to Berea to shop, lunch at Boone Tavern, dinner at Apollos. This Caravan organized through Corvette Museum, helps raise money for Trooper Island.
Sun. Oct. 20 th	Group of 42 (Collette Travel) from around US. Arranged demonstrations by 3 artists, Shopping after. Lunch at Boone Tavern.
Mon. Oct. 21 st	Step-on tour for group of 34 from Wisconsin. Arranged music performance after dinner. Overnight in Berea.
Thurs. Oct. 24 th	Step-on tour for group of 15 from Alabama. Lunch and dinner in Berea.
Thurs. Oct. 24 th	Group of 25 corvettes, 50 people from all over US came to Berea to shop, lunch at Boone Tavern, dinner at Apollos. This Caravan organized through Corvette Museum, helps raise money for Trooper Island.
Tues. Oct. 29 th	Arranged music performance for KY BRIGHT Leadership Conference held at Boone Tavern.
Thurs. Oct. 31 st	Group of 12 corvettes, 23 people from all over US came to Berea to shop, lunch at Boone Tavern, dinner at Apollos. This Caravan organized through Corvette Museum, helps raise money for Trooper Island

Art Accelerator

The program had 549 visitors the month of October and \$535.40 dollars in sales. Visitors were up 54% from last year. Sales were up 8% over last year. Class attendance for the month were 47 students. Japanese tile workshop had 35, Becky's jewelry class had 6, and Brian's drawing 4 week drawing class had 6 participants. Classes will continue through the 14th of December. We invite you to the Holiday Open House on Saturday, December 14th and to Shop Small Saturday on November 30th. Brian has finished an important commission for the Hospice Care Center in Richmond. A beautiful watercolor landscape which will be reprinted for the trustees of that organization. Becky has created a line of holiday and Kentucky themed copper jewelry and Jill has designed some exquisite stuffed bears and other hand-sewn creations to sell during the holiday. The fellows will be completing the THRIVE Artist

analogy training that Jeffrey will start this month with them. It is designed to realize what their challenges are on different levels via a grading scale and find solutions to eliminate those challenges.

Administration

Robert Elam started as a Frontline reception staff on November 1st.

Working with Palmer Engineering and KY Historic Preservation on the Historic District Application.

Finishing up 2020 visitor guide and map.

Christmas decorating began Nov 12th.

Public Notice in the Berea Citizen for the RFQ for Advertising and the RFQ for Website Hosting will publish Nov 14th. Applications due December 31st.

Attended the KTIA Annual Conference. Received a Traverse Bronze Award in marketing.

Lots of great editorials including Southern Living and The Lane Report.

Upcoming

November 16 Berea Makers Market

November/December Make it, Take it, Give it!

December 7 Twilight Christmas Parade

Dec 26 Christmas Country Dance School

Rick Thomas asked the commission when they wanted to review the programs. The commission decided to plan a work session on 12/11/19 to discuss how they will be evaluating the programs, then will schedule another work session in January to evaluate them.

Brand Advertising Updates

A copy is on record in the minutes book.

Ali Blair- Levitt AMP

Ali Blair presented a Levitt AMP event recap from 2019 to the commission. Blair explained that they are still in the voting process for Levitt AMP 2020, but will know if they will be awarded another year on December 18. She handed out a report with stats from Levitt AMP to the commission. A full copy of this report is on record in the minutes book.

Blair asked the commission to reconsider their marketing reimbursement guidelines, explaining that Levitt AMP had been awarded a larger amount of grant dollars in the past, and she believes that the concert series is activating the area, and a great entertainment option for both visitors and locals.

The commission agreed to have a discussion regarding Levitt AMP, and the line item that was removed this budget year.

Budget Amendment

Kerri Hensley asked the commission to amend the budget for the Tolle Building renovations and Farmers Market Pavilion.

Patrick Huston made a motion to increase line item #56230 Building Improvements from \$200,000 to \$600,000 for the Tolle Building renovations and Farmers Market Pavilion once we are approved for the grant. Charles Saunders seconded. Motion passed unanimously.

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

Meeting adjourned at 7:01 pm.