

Berea Tourism Commission Minutes
Business Session
Wednesday, December 11, 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
- Linda Ross

Visitors Present:

- Susie Merida
- Anna Harjte
- Hannah Biddle
- Jacqueline Bowling
- Mayor Bruce Fraley
- David Gregory
- Tom Schultz
- Donna Angel
- Ronnie Terrill
- Ali Blair
- Rachel Kennedy
- Bobi Conn

Approval of Agenda

Charles Arnold motioned to approve the December 11, 2019 Berea Tourism Commission Meeting Agenda with the Public Comment discussion moved up on the agenda before the Director's Report, if adopted by the commission; Rick Thomas seconded; Motion passed unanimously.

The Commission then discussed if they would like to adopt Public Comment in their meetings, as long as the comment follows these guidelines:

The public is given an opportunity to speak to the Berea Tourism Commission during public comment portion of the meeting. Any public comments exceeding three-minutes should be scheduled as a presentation through the Tourism Office and will be placed on the agenda. When recognized by the Berea Tourism Commission Chair, please go to the front of the room and state your name for the record. Comments should be business oriented, meaning that comments must be related to services by the Berea Tourism Commission and staff. We also ask for no inappropriate language or naming any person individually during your comments.

Rick Thomas made a motion to adopt Public Comment to the Berea Tourism Commission Meetings as long as comments follow the guidelines discussed; Charles Arnold seconded. Motion passed unanimously.

Approval of Minutes: November 13, 2019 Business Session

Rick Thomas made a motion to approve the November 13, 2019 Business Session Minutes; Linda Ross Seconded; Motion passed unanimously.

Public Comment

Jacqueline Bowling handed out a packet to only voting members of the Berea Tourism Commission. Bowling asked the commissioners to not share the packet or information in it with anyone. The commission informed Bowling that they cannot legally withhold this information once passed out, since she was giving this packet out in a public meeting, it will become a public record. Bowling decided to still hand out the packet to voting members of the commission.

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, press releases and promotional social media posts. She has been keeping the website up to date and fulfilling media requests. Megan was featured on Fox56 on November 22nd to promote Make It, Take It, Give It! Megan planned a Berea Winter Holiday Storefront Decorating Contest, giving local shop owners a great opportunity to gain exposure for their business on social media, while providing a festive atmosphere for residents and visitors as they shop for the holidays. She has hopes that this social media campaign will be a fun, festive way to

gain exposure for Berea. Megan is in the process of 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

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

As of December 7, 2019 this event has 172 registrations totaling \$15,772.00 in gross revenue.

Nov Group Report:

Sun. Nov. 3 rd	Arranged for a “Meet-n-Greet” for group of 50 from Ohio in town for lunch and shopping
Fri. Nov. 8 th	Church group from TN in town for lunch and shopping.
Thurs. Nov. 14 th	Group of 100 students, 4 th grade, from Hunter Hills for “Arts Across the Curriculum” field trip.

Art Accelerator

The program had 420 visitors for the month of November compared to 350 visitors for the same time last year. Up 20%. Inside gallery sales were \$669 compared to \$303 last year. Up 120%!! The fellows have been very busy with multiple craft fairs and commissions coming in. Those total sales of craft shows/commissions for the fellows totaled \$2800 for outside sales. Palette tree commissions created by Brian Wylie have been popular. Next up for the fellows include the Fast Trac program and they are preparing for Kentucky Crafted in March.

Upcoming

Dec 26 Christmas Country Dance School

Brand Advertising Updates

A copy is on record in the minutes book.

The commission asked Brand if they could include a descriptive breakdown on the Advertising bills in their monthly reports to help see what the money is going toward each month. They agreed to include that in their future reports.

Palmer Engineering

Rachel Kennedy and Bobi Conn introduced themselves to the commission. They explained their plan and what they will be doing for Berea Tourism while applying to get Berea on the National Historic Register. Kennedy explained, to be included on the National Historic Register a building or district must be one of three things...

1. 50 years or older
2. Historically and architecturally important
3. Integrity with recognizable architecture

Instead of applying for one historic district, Palmer Engineering plans to apply with two separate districts; College Square and the Artisan Village. They decided to go this route due to the two areas not being close enough to be one district together.

Kennedy then gave the commission a handout with a tentative schedule on the back. They hope to have the designation by December of 2020.

The commission and Palmer Engineering are planning to have a public meeting on January 15, 2020 to talk with the people who will be affected/ in these districts to explain what the "Historical Designation" is, and how it will affect them.

Dale Ballinger made a motion to adjourn; Charles Arnold Seconded; Motion passed unanimously.

Meeting adjourned at 6:08 pm.