

Berea Tourism Commission Minutes
Business Session
Tuesday, February 12, 2020
212 Chestnut St., City Hall, Community Room

Work Session: Called to order at 5:08PM, Reynolds presiding.

Commission Members Present:

- Charles Arnold
- Dale Ballinger
- Patrick Huston
- Ahmad Reynolds
- Linda Ross
- Charles Saunders
- Rick Thomas

Support Staff Present:

- Kerri Hensley
- Megan Campbell
- Robert Elam

Visitors Present:

- Andy McDonald
- David Rowlette
- Jacqueline Bowling
- David Gregory
- Donna Angel

Motion to Approve: February 12, 2020 Special Called Business Session Agenda:

Charles Arnold made a motion to approve the February 12, 2020 Special Called Business Session Agenda; Patrick Huston seconded. Motion passed unanimously.

Public Comment:

Ahmad Reynolds read aloud an email from Laura Wick, regarding the Berea Makers Market to the commission. A copy of the email is in the minutes book.

Approval of January 7, 2020 Work Session Meeting Minutes:

Charles Arnold made a motion to approve the January 7, 2020 Work Session Meeting Minutes; Patrick Huston seconded. Motion passed unanimously.

Approval of January 8, 2020 Business Session Meeting Minutes:

Dale Ballinger made a motion to approve the January 8, 2020 Business Session Meeting Minutes; Patrick Huston seconded. Motion passed unanimously.

Approval of January 22, 2020 Work Session Meeting Minutes:

Patrick Huston made a motion to approve the January 22, 2020 Work Session Meeting Minutes; Dale Ballinger seconded. Motion passed unanimously.

Approval of January 22, 2020 Business Session Meeting Minutes:

Patrick Huston made a motion to approve the January 22, 2020 Business Session Meeting Minutes; Dale Ballinger seconded. Motion passed unanimously.

Approval of February 5, 2020 Work Session Meeting Minutes:

Charles Arnold made a motion to approve the February 12, 2020 Work Session Meeting Minutes; Linda Ross seconded. Motion passed unanimously.

Directors Report:

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

Communications

Megan has 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 is in the process of creating and scheduling content for social media, and organizing the media library.

Social Media

- Social Media Updates:
 - Twitter: Around 4,951 impressions and around 433 total followers.
 - Facebook: 7,632 total “likes,” 699 page views, 10,483 post engagements, and 9,9841 people reached.
 - YouTube: 29,319 video views so far on 48 public videos.
 - Instagram: Up to 1,911 followers.

Workshop Programs Report

Hands on workshops April 17-19, 2020

As of February 10, we have 50 registrations totaling \$4,204 in gross revenue.

Out of 50 Registrations see Chart for Cities

Attendee City	Attendee State
French Lick	IN
Berea	KY
Bowling Green	KY
Clarkson	KY
Eubank	KY
Frankfort	KY
Hartford	KY
Lancaster	KY
Lexington	KY
Louisville	KY
Mt Vernon	KY

Nicholasville	KY
Paint Lick	KY
Richmond	KY
Columbus	OH
Franklin	OH
Hilliard	OH
Church Hill	TN
Dunlap	TN
Hendersonville	TN

Art Accelerator

Gallery 123 had 208 visitors and sales of \$124. The fellows hosted 80 kids on the 6th as part of the Heritage Homeschool Coop. The fellows did demonstrations and Jeffrey conducted a tile painting workshop with them.

Upcoming

RFQ Interviews March 4th beginning at 4:00pm.

Hensley invited members of the commission to join her in attending KTIA’s Legislator Day on February 19, 2020.

Art Accelerator Program:

Charles Arnold made a motion to suspend the Art Accelerator Program for the fiscal year 20/21 pending further review of programs. Patrick Huston seconded; motion passed unanimously.

Patrick Huston made a motion to adjourn. Dale Ballinger seconded; motion passed unanimously.

Meeting adjourned at 5:38PM.