

**Berea Tourism Commission Minutes**  
**Business Session**  
**Wednesday, March 11, 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

**Visitors Present:**

- Ali Blair
- Jacqueline Corum
- June Struck
- Cecilia Rhoden
- Robert New
- Jacqueline Bowling
- Susie Merida
- Anna Harjte
- David Rowlette
- Gregory Labes
- Hasav Davis
- Gwen Childs
- Joyce Hunsucker
- Erica Chambers
- David Gregory

### **Motion to Approve: March 11, 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:**

### **Approval of February 12, 2020 Work Session Meeting Minutes:**

### **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 6<sup>th</sup> as part of the Heritage Homeschool Coop. The fellows did demonstrations and Jeffrey conducted a tile painting workshop with them.

### **Upcoming**

RFQ Interviews March 4<sup>th</sup> 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.