

**Berea Tourism Commission Minutes  
Business Session  
Wednesday, September 11, 2019  
212 Chestnut St., Berea City Hall, Community Room**

**Work Session:** Called to order at 5:11PM, Reynolds presiding.

**Commission Members Present:**

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

**Visitors Present:**

- Mayor Fraley
- David Gregory
- Susie Merida
- Anna Harjte
- Andy McDonald
- Cynthia Main
- Jeffrey Carpenter
- Nancy Conley
- Judy Sizemore
- Jeanette Rowlette

**Approval of Agenda**

Ahmad Reynolds motioned to make an amendment to the agenda, to Jeanette Rowlette to discuss the updated marketing match. Motion passed unanimously.

**Approval of Minutes: August 14, 2019 Work Session**

Ahmad Reynolds made a motion to approve the August 14, 2019 Work Session Minutes. Motion passed unanimously.

## **Approval of Minutes: August 14, 2019 Business Session**

Ahmad Reynolds made a motion to approve the August 14, 2019 Business Session Minutes. Motion passed unanimously.

## **Jeanette Rowlette: KY Guild**

Jeanette Rowlette wanted to speak the commission regarding the marketing match regulations. Rowlette asked the commission to reconsider the match regulations, and if she could have the funds approved before the Fall Fair to cover expenses. The commission explained to Rowlette that since this is a match, she would have to provide receipts from advertising expenses to the commission to be reimbursed. The commission discussed Rowlette's request, and decided to not change their regulations. They reiterated that the commission had clear regulations stated on the application, and if they did this for this for one applicant, they would have to do it for all of them, and they want to keep consistency in the process.

## **Director's Report**

### **Director's Report – Kerri Hensley**

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

## **Communications**

Megan compiled and distributed all event information including the September newsletter, the weekly events notice sent to local businesses, and promotional social media posts. She has been keeping the website up to date. She created social media posts featuring the two new businesses in town, Brandi's Bakery & Bistro and LG2, to help get the word out to visitors and locals. Megan is in the process of scheduling HOW social media posts, editing FOL photos, and organizing the media library.

## **Social Media**

- Social Media Updates:
  - Twitter: Around 4,706 impressions and around 404 total followers.
  - Facebook: 7,496 total "likes," 877 page views, 18,061 post engagements, and 43,732 people reached. (Brand Ads were also run during this time)
  - YouTube: 27,101 video views so far on 47 public videos.

- Instagram: Up to 1,541 followers.

## **Workshop Programs Report**

### **Festival of Learnshops (FOL) 2019**

This event was 23 Days long: 20 days plus 3 days of Singing Bird Music School. We had 88 Instructors who taught 163 different Learnshops totaling 258 Learnshop sessions. The event had 1270 registrations totaling \$108,589.00 in gross revenue. Of these registrations, 37 were for Singing Bird Music School. There were 692 patrons who placed registrations; 61 were Bereans. We sold 58 learnshop t-shirts totaling \$1,190.00 in gross revenue.

### **Hands on Workshops October 11-13, 2019**

Oct HOW weekend registration is live. There are 11 instructors offering 16 different workshops totaling 23 sessions. Workshops will be offered in blacksmithing, ceramics, fiber, glass, jewelry, painting and drawing. As of Sept 11<sup>th</sup>, we have sold 73 registrations totaling \$5,984 in gross revenue.

Forge a Letter Opener and a Leaf Key Ring – offered 1 time and is sold out

Blow Your Own Glass Pumpkins or Choice – offered 6 times and ALL 6 are sold out

Leaf Printing on Silk Scarves – offered 3 times 2 of the 3 are sold out

### **August Group Report:**

Thurs. Aug. 8<sup>th</sup> Met with Rose Szwed from Step On Bus Tours, Michigan regarding upcoming tours. Rose traveling through KY to do mini site visits, plan trips, secure itineraries etc. for groups she hopes to have in 2020.

Rest of August—this month is typically slower for group market, but have been working on details and arrangements for several groups coming in Sept., and Oct.

Special note---Collette Travel, one of the oldest and largest tour companies in the world will be bringing groups to Berea beginning in Sept. and have dates scheduled through 2021. This is part of their “Bluegrass Country and Smoky Mountains Tour.” Plans are to come on Sunday mornings to watch selected artist demonstrations, shop, then go to Boone Tavern for lunch. Several dates are already sold out, including some in 2020.

### **Art Accelerator**

Gallery 123 had 411 visitors for August and \$914 in sales. Compared to last year, the gallery increased total visitors for the same time period 16% up from 353. Total sales increased by 117% up from \$420

dollars. Jeffrey has also taken on a special needs student from Berea Community School who volunteers 2 hours on Friday every week. There is a teacher supervisor in attendance during the duration of his service work. Jeffrey offered an Instagram Workshop to expand their digital footprint. Becky Brown was given to opportunity to be a teacher's assistant at Arrowmont in early August for a week.

The Gallery is helping with the creative aspects of the Spoonbread Festival and hosting workshops in September to benefit the community. The Lion's Club International Poster Festival is using the Gallery as a place for kids to come in and produce entries for this year's competition

### **Administration**

Part-time Welcome Staff Position closes Sept. 13<sup>th</sup>.

### **Upcoming**

July 19-Oct 4 Levitt Amp Series

September 20-22 Spoonbread Festival

September 27-28 Fall Mountain Folk Festival

### **Advertising Update – Brand Advertising Group**

A copy is on record in the minutes book.

- Susie Merida began with a brief overview of Brand's advertising for the City of Berea including the types of campaigns they ran and their targeted demographic and areas, particularly along the I-75 corridor.
- Print Campaign:
  - Berea Citizen, September Edition, 1/4 Page
  - TravelHost of the Bluegrass- September/October Issue, Full Page
  - 2020 Kentucky Visitor's Guide- Inside Front Cover
  - Kentucky Living- September Issue- ½ Page
- Digital Marketing:
  - 8/1 – 8/31
    - Ads Delivered: 731,157
    - Total Actions: 1,363
    - Target Areas: I-75 Corridor
- Web Traffic Report-
  - VisitBerea.com- Dates July 1 - July 31, 2019
  - Unique Sessions: 18,761
  - Top 10 Markets

- Lexington, KY
- Louisville, KY
- Nashville, TN
- Cincinnati, OH
- New York, NY
- Chicago, IL
- Indianapolis, IN
- Cleveland, OH
- Atlanta, GA
- Columbus, OH

#### Top 10 Pages Visited

- Home
- Calendar
- Shopping
- Workshops
- Dining
- Staying
- Artists
- Berea Craft Festival
- Exploring
- History

#### Top 10 Traffic Sources:

1. Google / Organic
2. Direct
3. Bing / Organic
4. BAG / Display
5. BAG / Social
6. BAG / Retargeting
7. Yahoo / Organic
8. Facebook / Referral
9. DuckDuckGo / Organic
10. BAG / Web

#### **Nancy Conley- Festival of Learnshops:**

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

Nancy Conley, Berea Tourism Program Manager, and Judy Sizemore, Workshop Consultant, presented a PowerPoint presentation to the commission following up on the success of this year's Festival of Learnshops.

- They broke down the statistics from 2011 – 2019 to show the growth of the Festival of Learnshops. In 2011 was a 9-day event, grossing \$10,422 in revenue. 2019 was a 23-day event grossing over 108k in revenue.
- Discussed the offerings at FOL, such as the various classes that participants can take.
- FOL had 88 instructors this year. 21 were new, from KY, IN, OH, WV, WI, and NC. 36 of the instructors live in/ have a business in Berea.
- 1,270 Ticket Registrations.
- Grossed \$2,108 in revenue.
- Discussed the Educational Registration Statistics & KDE standards, accountability, and funding.
- Talked about what is on the horizon for 2020-2021
- Presented a map of patrons that placed orders.
- Top cities patrons are from
  - Lexington, KY
  - Berea, KY
  - Richmond, KY
  - Louisville, KY
  - Winchester, KY
  - Somerset, KY
  - Frankfort, KY
  - London, KY
  - Nicholasville, KY
  - Versailles, KY
- A questionnaire was given to all FOL participants, one of the questions was did your learnshop meet your expectations? 93.5% said yes, 5.38% said somewhat, 1.57% said no. A lot of the negative comments were due to space, and patrons wishing that shops stayed open longer.
- They also shared some positive feedback with the commission.
- During patrons stay in Berea,
  - 53.41% traveled with friends and family
  - 78.65% ate at Berea restaurants
  - 71.27% shopped at Berea galleries and shops
  - 42.54% stayed overnight in Berea.
- Spending in Berea
  - 11.2% reported spending \$300-\$499 in Berea (up from 8.81% last year)
  - 11.2% reported spending \$500 or more in Berea (up from 7.67% last year)
- Conley and Sizemore shared the Fiscal Year Reviews from FOL, MTG, and HOW.
- They also announced that next year is the 10<sup>th</sup> Anniversary for FOL. The dates are July 10-26, 2020.

### **Cynthia Main- Sunhouse Craft**

Cynthia Main wanted to reach out to the commission to talk about her future plans for her business, Sunhouse Craft, and the success that she has achieved after going through the Art Accelerator Program last year. Main explained that she has found an apartment/ storefront in Berea that she is currently renovating, and plans to have a rotating exhibit and a pop-up for the holiday season. Main asked the commission if they would help promote her holiday pop-up, and invited everyone to the shop's opening party on November 22, 2019 at 10PM.

Reynolds made a motion to adjourn. Motion passed unanimously.

Meeting adjourned at 6:57 pm.