

**Berea Tourism Commission Minutes**

**Business Session**

**Wednesday, February 8, 2017**

**Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street**

**Business Session:** Called to order at 5:00 PM, Reynolds presiding.

**Commission Members Present:** Ahmad Reynolds, Charles Arnold, Dale Ballinger, Donna Robertson, Ken Gastineau, Pat Greathouse

**Support Staff Present:** Kerri Lee Hensley, Dylan Bogard, Nancy Conley

**Visitors Present:** Susie Merida, Barb Sallee, Anna Hartje Butcher, Hannah Coldiron, Danny Isaacs, David Rowlette, Beth Meyers, Ronnie Terrill, Critley King, Jim Davis, Bruce Fraley, Cheyenne Olson, Richard Olson, Beth Flowers, Laura Wick, Peter Hackbert, Justin Burton.

**Approval of Agenda**

Arnold motioned to add two items to the agenda: discussion of a charity softball tournament and discussion of the Tolle Building conference room.

Ballinger made a motion to approve the agenda with the amendments; seconded by Greathouse. Motion carried unanimously

**Approval of Minutes: January 11, 2016**

Ballinger moved to approve the minutes of January 11, 2016; seconded by Greathouse. Motion carried unanimously.

**Director's Report - Kerri Hensley**

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

- Budget: Tourism Cash, \$401,183
- Communications:
  - Dylan spent much of January promoting Berea as a whole, and preparing people to plan for the upcoming travel season. In addition, he promoted the February HOW series.
  - Dylan sent out the first #OurBerea video on January 25<sup>th</sup>. He and Micheal filmed Tim Wade at Gallery 124 for the series.
  - Dylan worked closely with other staff and Brand Advertising to finalize the 2017 guide for print.
  - Social Media Updates:
    - Twitter: around 25,000 impressions from tweets and around 158 profile visits.
    - Facebook: Around 60 new "Likes" on the page with around 5,200 post engagements and 38,000 people reached.
    - YouTube: 116 views on three public videos.

- Instagram: Over 650 followers, between 3,000 and 3,500 impressions weekly.
- Multi-media:
  - Micheal finalized and launched the first #OurBerea with Dylan, and designed a logo for the series.
  - He wrapped up scripting, interview and filming Tim Wade for the video series.
  - Micheal continues to work on the website and update as needed.
- Workshops:
  - A new HOW event was scheduled for February 11<sup>th</sup> and 12<sup>th</sup>. Registration went live on January 13<sup>th</sup>. This included cake decorating by Meghan Smith, glassblowing with Michelle Weston, making mead with Jereme Zimmerman, learning to spin with Joan Beck, and broom making with Justin Burton. Meghan and Michelle's classes both sold out. As of February 7<sup>th</sup>, there have been 90 registrations and a revenue of \$7,901.
  - A call for proposals for the Festival of Learnshops went out to veteran instructors, and teaching artists that contacted Tourism, the KY Arts Council, and the KY Department of Education Arts Specialists. We accepted over 125 proposals, and have over 30 new offerings. These new offerings include chip carving, yarn spinning and dying, oil painting, dancing, making natural soda, enameling, electro etching, backyard beekeeping, backyard chickens, polymer clay beading and creating cherry wooden kitchen utensils. Our team has been developing the online catalog and registration with the goal to be live at visitberea.com in mid-March.
- Group Tour Report:
  - January 13-17 Connie attended the American Bus Association Marketplace. She had 39 scheduled appointments with motor coach operators, which is a hefty number for such a conference, and has secured several dates for busses to come to Berea
  - Connie is planning for a busy year with multiple motor coach and other groups. She will arrange hands on workshops and entertainment for their visits.
- Art Accelerator:
  - Tim Wade purchased a pin router to give him the ability to produce more quickly. He has designed 9 new product types, and 3 are on the sales floor.
  - Justin is participating in the HOW event and will be teaching a broom making workshop titled "Sweep Her Off Her Feet." Justin also demonstrated at the Kentucky Artisan Center this month, and is working on his Sweep In and gearing up for the Market.
  - Jonathan is working on decal mugs for the Kidney Health Alliance of Kentucky (KHAKY), working on a wholesale catalog, should have his website complete by mid March and was invited to participate in the Big Four Bridge Craft Show in Louisville in September.

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

A full copy of the presentation is available in the minute book.

The group reported that they have used \$132,992 of the \$325,000 budget, leaving \$192,008.

## **Berea Makers Market, Laura Wick**

Wick discussed the new Berea Makers Market coming May 13<sup>th</sup> at the Folk Center. This market will focus on fresh, modern crafts from central Kentucky artists, and was inspired by the Renegade Market and Night Market in Lexington. She hopes that this will be a great way for young Bereans, and other area artists, to get started in selling their crafts. She reported 15 vendors so far, and claimed that upcoming marketing via social media, posters, and the website would draw in more artists. Wick stated that this is a juried event to ensure the art is 100% hand crafted, and that the items fit with the overall vision of the event. She said that she wanted events that would appeal to the millennial generation, who enjoy useful crafts. The vendors will have access to Wi-Fi for FourSquare payments, and did pay a small booth fee. Visitors to the event will have free admission. Wick mentioned that she will also have a few food vendors set up at the event. The market will go from 10am-6pm.

Wick noted that she hoped this would become an annual event, and hoped to expand to the vintage market and other forms of crafts.

## **Berea College AIR Institute, Beth Flowers**

Flowers discussed the AIR Institutes move to Berea in July, and how she had worked with the artists at Gallery 123. She discussed how Berea's focus on the arts and community was a major draw for her to move the program here. Flowers briefly discussed the training being provide to the artists in the Accelerator Program. Her method worked to ensure that art could be a financially viable means to make a living, and turn into a long-term career. She stated that much of her work was inspired by the Coffman Foundation, but that her program was geared toward the pre-incubation period.

Flowers also mentioned an upcoming conference in which around 150 arts professionals from across the country would be meeting in Berea. Given Berea's history with the arts, and recent promotions like the Accelerator Program, many people are excited for the event.

## **Tourism Promotion and Guide Policy, Dylan Bogard, Communications Manager**

Bogard discussed policy guidelines he had drafted in regards to gathering information for Berea Tourism. He explained that no vote would be taken on the policies this meeting, but that he wanted the Commission to look over the documents and get back to him with any

questions or suggestions. Bogard also stated that many of these practices were already in place, but that these documents would solidify them.

### **Charity Softball Tournament**

Arnold discussed the possibility of Tourism donating \$1200 to Mr. Tom Houser for a charity softball game in the planning stages. Arnold noted that he had met with Houser, and was told that he needed \$1200 for light rental for the softball tournament in July. The event is still in the planning stages, but Arnold announced that Houser was hoping to have 35 teams to play on the 5 reserved fields.

Hensley noted that the Parks Department has a waiting list for the fields, and that Tourism money may not be best spent on this event. Reynolds noted that he already received a number of hotel guests for sporting events in the area. The Commissioners agreed that they needed a formal presentation from Houser before making any kind of decision. Arnold agreed to talk to him, and try to set up a presentation.

### **Tolle Building Conference Room**

Arnold asked the Commission about the possibility of installing cameras in the Tolle Building conference room to host Berea Tourism Commission meetings there. Danny Isaacs, Economic Development Director for Berea, addressed the commission on the issue. He stated that it would likely be in the five-figure price range to do this, if it was possible at all.

He noted that special equipment would be needed to run a live video feed, and that Time Warner would have to run a wire in order to transmit a signal. He said it may be possible to get estimates on the work based on recent projects from the city and from the companies. Hensley stated that the layout of the conference room may also change depending on the plans laid out by the architects. Greathouse suggested renting the room to get the funds to wire the room for video. The commissioners agreed this could be a possibility, but more details would be needed. The commissioners decided that they would look into the issue, and discuss it at a later date with more details.

### **Motion to Move March Meeting to the 22<sup>nd</sup>**

Hensley noted that her annual KACVB meeting would take place during the regularly scheduled meeting, and requested to move the next commission meeting to March 22<sup>nd</sup>.

Greathouse moved to change the meeting date to March 22<sup>nd</sup>; seconded by Arnold. Motion carried unanimously.

### **Approval of Agenda**

Reynold motioned to add the discussion of the amended budget to the agenda.

Greathouse made a motion to approve the agenda with the amendments; seconded by Arnold. Motion carried unanimously

### **Amended Budget Update**

A full copy of the budget is available in the minute book.

Hensley told the commissioners that the updates to the budget were purely housekeeping items, and that the largest change was the change order for the signage approved at a previous meeting.

Most of the other changes were on the positive side.

Line item 44410- Workshop fees increased by \$20,000 because of an increase in income.

Line item 44400- Discover the Arts increased by \$4,500 due to increase in participation.

Line item 45050- Penalties and interest increased by \$1,500 to benefit budget.

Line item 48085- Property rental decreased by \$6,000 due to upper Hotel Building vacancy.

Line item 55011- credit card processing fees increase by \$2,000 due to increased workshop attendance.

Line item 55226- Discover the Arts increased by \$2,000 due to increase in traffic. In and then back out.

Line item 56130- Other land improvements.

Stone made a motion to approve the amended budget, Gastineau seconded. The motion carried unanimously.

### **General Discussion**

The former Apartment above the hotel building was discussed by Arnold. Greathouse, Robertson, Ballinger, and Gastineau had seen the space before the meeting. Ahmed, Stone and Arnold had yet to see the space, but agreed to see it before the next meeting. The commissioners that visited the space noted that it needed work to be rented, but is a lot of space. It was discussed to be rented as commercial space, either office or studio space for an artist. It was noted that there is no handicap access to the second floor.

The commissioners agreed to hold a work session at 4pm on the 22<sup>nd</sup> before the next meeting. Hensley stated that she would meet with codes to discuss any possible issues. She also noted that the city contractor could be used for construction if it was decided to move forward.

Arnold then discussed the \$650 charge for Learnshops. Hensley noted that the space cost \$450 to rent, and a \$200 refundable deposit. She noted that the dulcimer class makes money every year, and that this was the only place large enough to hold the event.

Arnold also asked about Northwinds Safety Corporation, \$116 charge. Hensley explained that they are contracted with the city to provide first aid and safety equipment to city offices.

Arnold asked about the Richmond Powwow Association, and the \$1,646.20 on register. Hensley and Greathouse explained it was an annual sponsorship [ event at the Battle of Richmond. It was also noted to be in the 10-mile radius in the new guidelines.

Gastineau noted the digital progress made by Berea, and Berea Tourism. Reynolds mentioned the importance of sharing the social media posts.

Stone noted the diverse tourism offerings, including sustainability. She wanted to mention the Sustainable Berea meeting on February 21<sup>st</sup>. She also mentioned the 3<sup>rd</sup> Annual Victory Garden Blitz, Saturday March 25<sup>th</sup>. Cheyenne Olson commented on the event, and encouraged people to get involved.

### **Motion to Adjourn**

Arnold made the motion to adjourn; Greathouse seconded. The motion carried unanimously.

Meeting adjourned at 6:42pm