

Berea Tourism Commission Minutes

Wednesday July 12, 2017

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

Business Session: Called to order at 5:15 PM, Reynolds presiding.

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

Support Staff Present: Kerri Lee Hensley, Dylan Bogard

Visitors Present: Susie Merida, Anna Hartje Butcher, Dior Hartje, Hannah Coldiron, Critley King, Tiana Moore, Ed LaFontaine, Jacqueline Bowling, Randy Stone, Virginia Bland, Tom Houser, Patty House, Linda Ross, Tom Schultz, Justin Burton, Tim Wade

Approval of Agenda

A motion was made to add Councilman Tom Schultz to the agenda for a presentation.

Arnold moved to approve the agenda with this amendment. Greathouse seconded. Motion passed unanimously.

Approval of Minutes: June 5, 2017

Arnold made a motion to approve the June 5 minutes; seconded by Gastineau. Motion carried unanimously.

Approval of Minutes: June 21, 2017

Gastineau made a motion to approve the June 21 minutes; 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, \$352,911.00
- Communications:
 - Dylan continued to promote the Berea Craft Festival and Festival of Learnshops, including doing giveaways on Facebook
 - He and Micheal continued work on the #OurBerea series
 - Dylan was on the local news to promote the upcoming events in Berea, specifically the Learnshops and Craft Festival
 - He wanted to remind everyone that events must be submitted on the form at VisitBerea.com and that travel guide information will be collected soon in accordance to the guidelines listed on the website.
 - Social Media Updates:

- Twitter: Around 14,500 impressions and around 184 total followers.
 - Facebook: 5,009 total “likes,” 385 page views, 13,383 post engagements, and 89,855 people reached. (Brand Ads were also run during this time).
 - YouTube: 17,648 video views so far on 17 public videos.
 - Instagram: Up to 970 followers and making between 3,000 and 3,900 impressions weekly.
- Workshops:
 - As of 7/9/2017 this event has sold 1063 tickets totaling \$87,340.70 in ticket sales. Last year on 7/9/2016 the event had sold 1155 tickets totaling \$93,718.50 in ticket sales. This is a difference of 92 ticket registrations equaling \$6,377.80 in sales.
 - Of the 1063 ticket registrations, 95 are educator registrations totaling \$11,703.20 in sales. Last year on 7/9/2016 there were 74 educator registrations totaling \$10,969.50 in sales. Our educator registrations are up by 21 registrations and \$733.70 in sales.
- It/Multi Media:
 - Filmed the Our Berea Short for Farmers Market and Diane Gilliam
 - Began editing on KY Guild
 - Photographed, developed and delivered Local Businesses for new website
 - Began massive updates and restructures to the public and private media library
 - Performed server-side troubleshooting and solutions for email migration with Boxlake.
 - Completed maintenance, graphics, trouble shooting and updates for the website.
- Group Tour Report:
 - June 1st- Tour for 37 people from West VA. Also arranged private music for group after dinner. Group overnighted and dinner at Boone Tavern
 - June 2nd Set up for L&N Day.
 - June 3rd- L&N Day 100th anniversary celebration. Over 500 people attended. Also, the 100th anniversary of the Log House Craft gallery. Worked with Mona Isaacs to promote their event as well.
 - June 4th- Sunday Tour for 50 people from Illinois. Had overnighted at Fairfield Inn night before. Did tour then group went to Tavern for lunch.
 - June 9th- Tour for group of 40 from Florida. Had overnighted in Northern KY, but stopped in Berea for tour and lunch at KY Artisan Center before heading home.
 - June 10th - Tour for group of 54 from Pennsylvania. Lunch at KY Artisan Center.
 - June 14th- Met with Senate Majority Caucus representatives to discuss activities, etc. the spouses, etc. can do while SMC Conference is taking place. This will be held in late November/ early December this year at Boone Tavern.

- June 29th- Tour for group of 29 from Missouri. Also arranged private music for group after dinner at Boone Tavern.
- Art Accelerator:
 - Booth at the Berea Craft Festival July 7-9th.
 - June 22nd Grand Opening of the Cabin of Old Town. Retail Store. Owners Tim Wade and Justin Burton.
 - Tim Wade is teaching 6 Learnshops.
 - Jonathan Dazo working with the KY Guild to be an art academy teacher starting in November. This includes being a regular pottery teacher. Invited to attend NCECA's 52nd Annual Conference (National Council on Education for the Ceramic Arts) in Pittsburgh, PA. Jurying to be a speaker for emerging artists.
 - June Sales \$2,490.00
- Upcoming:
 - July 7-23 Festival of Learnshops
 - July 28-29 Quilt and Fiber Extravaganza
 - July 29-30 Swing for a Cure

Advertising Update – Brand Advertising Group

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

Brand discussed the advertising they had done for upcoming events in Berea. This included the Festival of Learnshops, the Berea Craft Festival, Levitt AMP Berea, and the Quilt and Fiber Extravaganza. They discussed the TV appearances, and showed a clip from one of Dylan's interviews.

Brand also updated the web traffic report for June and discussed the new website build.

The current budget \$325,000 with the new fiscal year that began on July 1.

Grant Application Update

Hensley announced that the grant applications had been listed online for quite some time, and that the deadline had been extended to July 30th at 4pm. She noted that the link to the application would be sent out during the week to previous applicants. She noted that new applicants could apply, but that the money was limited.

Swing for the Cure- Tom Houser

Houser discussed the upcoming Swing for a Cure event, July 28-30. He told the commission that the money from the event would go to the American Cancer Society and the Matt Ross Fund. Houser announced that he had 42 teams committed to the tournament, and that 10 would play at Farristown, while the rest would be at the Berea City Park. He anticipated that more teams would sign up. He noted that he had 34 softball teams signed up, and that

he had worked with the National Softball Association on the event. Patty Houser noted that most teams were coming from within an hour drive of Berea. It was then noted that the eliminations did not take place until Sunday, so that all teams would remain in town for the weekend.

The event would also feature a nurse, vendors, a DJ, and other activities for families. The event did not have a website, but there was a Facebook page. Houser expected 4,000 or more people to attend the event.

The commission asked him to return to a future meeting to report on the event, and use the ticket sales as an indicator for attendance. Tickets are \$5 at the gate.

Tom Schultz

Councilman Schultz discussed some concerns with the Levitt AMP Berea Music Series with the commission. He told the commission that he believed the set up was to begin at 5pm to not interfere with business, and that he thought it started early during the first event. Schultz had questions about the Broadway Center. Hensley noted that the center was used as office and workshop space. Community members could rent it for free, but it remained locked during the event for security. She noted that the restrooms were open for the event in the separate lobby. Schultz also had questions about trash pick-up for the event and the stage set up. R. Stone noted that the trash was picked up by volunteer and cleared out by the city on Monday. R. Stone also noted that the stage would be used twice and taken down on the following Monday. He then noted the rude treatment of a Tourism employee. Finally, he addressed the concern of money being collected at the event in a bucket. He noted the post on Facebook about the money donated to the Berea Arts Council.

He then noted that the commission and Tourism were doing a great job, and that he hoped the events this summer would be successful.

Motion to Adjourn

Arnold made a motion to adjourn. Gastineau seconded. Motion passed unanimously.

Meeting adjourned at 6:10 pm.