

Berea Tourism Commission Minutes
Business Session
Wednesday, January 9, 2019
212 Chestnut St., Berea City Hall, Community Room

Business Session: Called to order at 5:04PM, Reynolds presiding.

Commission Members Present:

- Rick Thomas
- Ahmad Reynolds
- Ken Gastineau
- Dale Ballinger
- Patrick Huston
- Charles Saunders

Support Staff Present:

- Kerri Lee Hensley
- Megan Hardy
- Jeffery Carpenter

Visitors Present:

- John Fox
- Ira Bates
- Ronnie Terrill
- Brian Ramsay
- Joseph Sheehan
- David Rowlette
- Ana Maria Selvaggio
- Mayor Bruce Fraley
- Chad Hembree
- Shannon Holbrook

Approval of Agenda

Ahmad Reynolds made a motion to amend the agenda to The Patrick Dougherty Project-Gin Petty, to be moved to the February Berea Tourism Commission Meeting. Motion carried unanimously.

Approval of Minutes: December 11, 2018

Ken Gastineau motioned to approve the December 11, 2018 Minutes; Dale Ballinger seconded. 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 \$418,682.00

Communications

Aja compiled and distributed all event information including the January newsletter, the weekly events notice sent to local businesses, promotional social media posts, and updating the website calendar through January 10, 2019. She and Megan worked together for a special social media campaign for the 12 Days of Christmas, highlighting local businesses around Berea. She worked with staff and Brand to finalize the 2019 Travel Planner, which has been sent to print. She appeared on WKYT with Samantha Shepherd from The White Stitch to promote the Make It, Take It, Give It workshop series and holiday shopping in Berea. She continued working on updating the Berea History signs located in the Artisan Village and at the Artisan Center.

- Social Media Updates:
 - Twitter: Around 12,200 impressions and around 356 total followers.
 - Facebook: 6,786 total “likes,” 541 page views, 7,059 post engagements, and 13,000 people reached. (Brand Ads were also run during this time)
 - YouTube: 23,500 video views so far on 47 public videos.
 - Instagram: Up to 1,301 followers.

Workshop Programs Report

Make It, Take It, Give It! 2018

MTG18 was a successful event with 204 ticket registrations; an increase of 63 registrations from last year! Eight of Berea's Master Craftsmen and Teaching Artists led 63 workshop sessions over a 14-day period. Patrons joined us from 8 states (KY, TN, IL, IN, OH, HI, OK and SC). We had a total of 117 patrons, 14 of which were Berean's. Ticket registration revenue totaled \$16,715.00. This is a \$6,319.00 increase in revenue compared to last year.

Note: Amy Lewis had a MTG18. participant from Stilwell, OK that attended her Bold Intuitive Painting - Dec. 2nd.

From Amy Lewis: She has a place in Illinois as well as Oklahoma and drove five hours today to take my class. She had never been in Berea before. She is going to bring her two sisters in law for the Learnshops in July and May come back for my January class. She found me on Facebook over a year ago and has been following me.

Hands on Workshops

Dates and HOW themes are: Valentine's Themed (scheduled for February 9-10, 2019); Easter/Spring Themed (scheduled for April 13-14, 2019) and Mother's Day Themed (scheduled for May 11-12, 2019). Registration for all three weekends went live on December 12, 2018. Max total inventory for all three weekends is 303, we have 7 instructors teaching 25 different workshop offerings totaling 44 sessions. As of January 1, we have sold 40 registrations totaling \$2,913.00 in Gross Revenue.

Festival of Learnshops July 12 thru August 2, 2019

Festival of Learnshop will present Singing Bird Musical School, July 31 – August 2, 2019. Call for proposals started November 5, 2018 and ended on December 7, 2018. Over 150 workshop proposals have been received. We are currently reviewing proposals, reviewing resumes and references from new instructors and assigning workshop space. Learnshop registration is planned to go live on or before March 1, 2019. KY Artisan Center at Berea will host the "Art of the Learnshop" Exhibit for our 2019 Learnshops event.

It/Multi Media

1. Captured Developed and Delivered Photos and video of MTG 2018 Classes
2. Photographed Developed and Delivered Headshots for workshop instructors
3. Photographed Developed and Delivered Product shots for HOW classes
4. Photographed Berea Christmas Parade.
5. Photographed Developed and Delivered shots of local business

Art Accelerator

Gallery 123 had 232 visitors for the month of December. Inside gallery sales were \$524.95. The Fellows also were busy with several December Craft Fairs. Total Craft Fair Sales for the month of December were: \$3,518 with total sales for the month of \$4042.95.

The fellows have started to pack all the kid's art supplies. Jeffrey has looked at the space and has some ideas about layout and visibility and floor design for the gallery space and the

studio spaces. Jeffrey is also creating a new prospectus and application process for the 2019-2020 program.

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- December Edition- ¼ page ad
 - Travel Host- November/ December Issue- Full page ad
 - 2019 Travel Planner's at print.
- Digital Marketing:
 - 12/1 – 12/31
 - Ads Delivered: 393,854
 - Total Actions: 2,126
 - Target Areas: Detroit to Jacksonville- I-75 Corridor

Brand then showed photos of the digital ads for Discover Berea and Shop Berea.

- Television
 - TV Interviews promoting Make It, Take It, Give It!
 - December 12- WKYT-TV/ Morning News Show
 - Holiday- Shop Berea
 - WLEX
 - WKYT
 - WDKY
 - WTVQ
 - WYMT

Brand then played the Make It, Take It, Give It! video ad for the Berea Tourism Commission, along with the Government Channel Slide.

- Web Traffic Report-
 - VisitBerea.com- Dates December 1- December 31, 2018
 - Unique Sessions: 19,309
 - Top 10 Markets
 - Lexington, KY
 - Louisville, KY
 - Detroit, MI
 - Washington, DC
 - Cincinnati, OH
 - New York, NY
 - Nashville, TN
 - Chicago, IL

- Atlanta, GA
- Indianapolis, IN

Top 10 Pages Visited

- Workshops
- Calendar
- Make It, Take It, Give It!
- Twilight Christmas Parade
- Artisan Village
- Shopping
- Berea Craft Festival
- Festival of Learnshops
- College Square
- Exploring

Year to Date Budget

- Broadcast \$107,000- actual YTD \$68,590
- Print/ Publications \$85,000- actual YTD \$35,370
- Digital Marketing \$56,000- actual YTD \$46,500
- Billboards \$20,000- actual YTD \$9,810
- Production/ Printing \$52,000- actual YTD \$15,925
- Creative \$30,000- actual YTD \$25,075
 - Total: \$350,000- actual YTD \$201,270
 - Remaining Budget: \$148,730

Makers Space- Joseph Sheehan

Joseph Sheehan explained that his group is working to try to figure out a way to bring a maker's space to Berea. The group is looking into a few locations to use for their makers space, but aren't sure what direction the makers space will go in as far as mediums since they have to fit the makers space to the location. They wanted to reach out to the commission to get more involved, get some feedback, and get their makers space started. Sheehan gave the commission a handout that went more in depth about what a maker's space is, their guiding principles, and some of the benefits that the makers space could potentially bring to Berea.

A copy of the handout is on record in the minutes book.

Boone's Trace Economic Impact- John Fox and Ira Bates

John Fox and Ira Bates explained the Economic Impact that Boone Trace would have on Berea. Bates presented a power point presentation, which was broken down into three sections, the problem, the solution, and the results. Bates went through the presentation and explained each section to the commission. Bates explained how Boone Trace is an

unrecognized and undervalued national treasure that plays a pivotal role in driving economic activity to our region as a valuable tourist attraction.

The expected benefits of investment in Boone Trace were explained by Bates as,

- Long distance trails attract travelers from outside the local community and are not used solely by nearby residents.
- Studies show the longer the trail, the farther people will travel to visit it, the longer they will stay, and the more money they will spend.
- If local user spends \$2 dollars, A day-tripper will spend \$8 dollars (4X), and
- If day-tripper spends \$8 dollars, an overnight visitor will spend \$16 (2X), plus lodging.

Bates explained that to have this economic impact, Boone's Trace requires reinvestment by its stakeholders, corporate partners, sponsors, and grantors to restore its proper place in history. Bates and Fox's goal is to have Boone Trace restored for the 250th anniversary. A full copy of the power point presentation is on record in the minutes book.

Spotlight Acting Grant Application- Chad Hembree

Chad Hembree talked to the commission about what Spotlight Acting School does. Hembree explained that Spotlight does a dinner show once every three months, has two theatres, and have been successful on getting people to attend their shows. Hembree then introduced Shannon Holbrook, Spotlight Acting School's Director of Marketing. Holbrook explained that they would like to receive a grant for marketing and licensing for the well-known shows that are more expensive, such as Disney shows. Holbrook explained that Spotlight's projected licensing budget is \$25,000, and their current marketing budget is \$1,000 a month. Spotlight's income comes from the tuition of their 280 students, and have a very conservative staff that count on donations. Holbrook then said that Spotlight is looking for growth, and they have the interest there, just need help growing. Hembree then explained that he has been building relationships with local businesses, and wants to partner with tourism, whether it be funds, advertising, or anything at all, Spotlight is here to be a partner.

Reynolds proposed to look at this again in the future.

Ballinger agreed, saying to give the commission some time to talk about things and get back to them.

Motion to Adjourn

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

Meeting adjourned at 7:17pm.