

**Berea Tourism Commission Minutes**  
**Business Session**  
**Wednesday, November 28, 2018**  
**212 Chestnut St., Berea City Hall, Community Room**

**Business Session:** Called to order at 5:02PM, Reynolds presiding.

**Commission Members Present:**

- Rick Thomas
- Cheryl Stone
- Ahmad Reynolds
- Ken Gastineau
- Dale Ballinger
- Patrick Huston
- Pat Greathouse

**Support Staff Present:**

- Kerri Lee Hensley
- Megan Hardy
- Jeffery Carpenter

**Visitors Present:**

- Ronnie Terrill
- Jacqueline Bowling
- David Rowlette
- Laura Wick
- Mayor Elect Bruce Fraley

**Approval of Agenda**

Dale Ballinger motioned to approve the agenda; Pat Greathouse seconded. Motion carried unanimously.

**Approval of Minutes: September 12, 2018**

Ahmad Reynolds made a motion to change Ahmad Reynolds, Berea Tourism Commission President, to Ahmad Reynolds, Berea Tourism Commission Chairman in the October 10, 2018 Berea Tourism Commission Minutes. 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 \$602,755.00

### **Communications**

Aja compiled and distributed all event information including the November newsletter, the weekly events notice sent to local businesses, promotional social media posts, and updating the website calendar. She created the quarterly event poster to distribute to local hotels. She typed up the first draft of the 2019 Travel Planner content and sent it to Brand. She coordinated the first Battle of the Blacksmiths and was present for logistical support during the event. She continued to work with Brand to finish updating the Berea trail maps, adding the newly completed expansion along Short Line Pike and making other small updates. She did two TV interviews with WTVQ's Hometown Tours promoting Berea in general and the Make It, Take It, Give It workshop series. She edited a MTG ad and created an ad for the 2019 Pins & Needles Retreat, both to be placed in the Richmond Register's advertising insert. She submitted events through February 2019 to external event calendar websites. She began working with the Berea College Archives to collect historic photos to update the Berea History signs located in the Artisan Village and at the Artisan Center. She began planning for Small Business Saturday, which will take place on November 24, 2018, and invited Berea businesses to participate. She began organizing photos on the department's Google Drive, improving the search function.

- Social Media Updates:
  - Twitter: Around 10,800 impressions and around 346 total followers.
  - Facebook: 6,636 total "likes," 558 page views, 5,660 post engagements, and 54,155 people reached. (Brand Ads were also run during this time)
  - YouTube: 22,600 video views so far on 47 public videos.
  - Instagram: Up to 1,290 followers.

### **Workshop Programs Report**

#### **Make It, Take It, Give It! 2018**

Weekends (Fridays, Saturdays and Sundays) November 23, 2018 thru December 16, 2018. Registration went live October 1, 2018. As of 11/28/18, we have sold 186 tickets, \$15,342.00 in ticket sales.

## **Hands on Workshops**

Call for proposals was sent on October 12, 2018 to all instructors who live in Berea City Limits and have previously instructed at the Berea Festival of Learnshops, Berea's Make It, Take It, Give It, or Berea's 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 will go live December 14, 2018.

## **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. Learnshop registration is planned to go live 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. Photographed Developed and Delivered Food Photo's for Hitz BBQ
2. Photographed Developed and Delivered updates for local businesses, Tolle Building and Hitz BBQ,
3. Photographed developed and delivered photo's for outdoor Farmers market
4. Photographed Developed and Delivered Photos of Hank Gevedon KOTOS demonstration
5. Photographed Developed and Delivered Photos of Berea Bike Trails
6. Recorded and delivered 2 voice overs for Berea TV spots
7. Worked on some consolidation and reorganization of Berea Media Library.
8. Photographed Developed and Delivered 83 product shots on white backdrops for local businesses and galleries.

## **October Group Report**

Oct. 3rd        Provided 100 "Welcome Bags" for attendees of Semiotic Society of America Conference being held in Berea. Attendees from all over the world. Conference was 3<sup>rd</sup> -7<sup>th</sup>.

Thurs. Oct. 4<sup>th</sup> Brought 31 students who work at Log House Craft Gallery and/or College Visitor Center to Old Town to visit each shop so they would have better idea of what this area of town has to offer visitors. Tourism supplied Foothills Express buses to transport students.

Sunday Oct. 7<sup>th</sup> Provided driving history tour and shopping in Old Town to 34 from Nebraska.        Group had brunch at Boone Tavern then shopped College Square afterwards. Were just

passing through on way from Georgetown to Pigeon Forge. Stopped at Artisan Center on way in.

Tuesday Oct. 9<sup>th</sup> Provided full basic tour to group of 23 from around US. This group comes every year and is made up of RV Caravan group from around United States. They base their camping out of Corbin, hire a bus company to bring them to Berea for the day tour, shop, eat, etc.

Thursday Oct. 25<sup>th</sup> Group of 75 students, plus 12 chaperones from London elementary, 5<sup>th</sup> grade, came for Arts Across the Curriculum field trip. Used 6 artists.

Saturday Oct. 27<sup>th</sup> Group of 35 from west Texas, provided driving history tour only. Then group went to College Square to shop, dinner at Tavern, show at Renfro, overnight at Holiday Inn Express. Had stopped at KY Artisan Center on way into town.

### **Art Accelerator**

Gallery 123 had 357 visitors for the month of October. In house sales were \$497. Online sales were \$669. Festival Sales were \$660 and wholesale orders were \$200 for a total of sales for the month by the fellows of \$2026.

The fellows took part in the Capitol Pride Festival in Frankfort, the Berea Pride Festival, and Cinnamon participated at the Festival on Ponce Craft Fair in Atlanta.

Jesse has been invited to hang his work in the new Everyday Nutrition location here in Berea. He also participated with the Arts Council's Walk with the Arts.

Jeffrey has registered the gallery to receive notices and applications to craft fairs and festivals in the major cities in the southeastern United States. The fellows will be able to choose to participate with those opportunities and serve as ambassadors for the city of Berea as well. When they participate in these various craft fairs, they will have a small display of Berea brochures, coupons, etc. as part of their booths.

Festival of Trees, Spotlight Theatre Holiday Vendor sale, Boone Tavern Holiday Demo/Sales are some of the local opportunities for sales and exposure on a local level for the holidays that the fellows have signed up for. Cynthia will be at the Show of Hands Craft Festival in Chicago in Mid-November and the Porter Flea Festival in Nashville in December. These are prestigious juried festivals and she is a great ambassador for the city of Berea.

Workshops and events are still running strong. He was asked how this was associated with the goals of the program, and there are many benefits all around with this.

1. This connects the fellows with the community which is one of the original goals of the program.
2. It gives us the ability to accelerate the arts and crafts into the community where members become shareholders in the program and reminds us all the importance the legacy of arts and crafts are in our community.
3. It exposes the kids to a gallery setting. They take the time to walk around and look at everything and they enjoy watching our artists at work.
4. Participated in Shop Small Saturday on November 24<sup>th</sup>. Served hot cider and cookies all day and offered a free jewelry making craft table for kids and adults.

### **Administration**

The Free Trolley Rides on Sat ended KY Guild Fair Weekend, Oct. 13<sup>th</sup>. For 2018, we had 1262 passengers, up 273 riders from 2017.

Battle of the Blacksmiths 1<sup>st</sup> Annual Event, Oct 20<sup>th</sup> 9:00am to 11:00am. Five participants from (2) Jacksonville, Fl,(1) Berea, KY,(1) Paint Lick, KY and (1)Corbin, KY.

Guest Speaker for the Daughters of the American Colonist Meeting Oct 25<sup>th</sup>

Photography shoot in Artisan Village and College Square with professional models on Oct 29<sup>th</sup>

Attended the Friends of the Boone's Trace Annual Conference November 7<sup>th</sup>

Attended the KTIA Annual Fall Conference November 13-15

Christmas garland, lights and wreaths along Broadway.

Selected as one of the American Express Small Business Saturday Locations. Gave out free shopping bags during Small Business Saturday.

Offering Fee Gift Wrapping with local merchant receipt at the Berea Welcome Center on Saturdays from 10-5. We are partnering with the Berea Community School Project Graduation.

Seeking artist tenants for the Hotel Property.

### **Upcoming**

November 23<sup>rd</sup> – Dec 16<sup>th</sup> – Make It, Take It, Give It

December 1 – Twilight Christmas Parade 33 Annual

December 26-January 1 – Christmas Country Dance School

## **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- November Edition- ¼ page ad
  - Group Travel Leader- October Issue- Full page ad, people who plan group travel get this magazine.
  - Travel Host- November/ December Issue- Full page ad
  - Cincy Magazine- October/ November Issue- ½ Page ad
- Digital Marketing:
  - 10/1 – 11/27
    - Ads Delivered: 2,093,730
    - Total Actions: 3,590
    - Target Areas: Detroit to Jacksonville- I-75 Corridor

Brand then showed photos of the digital ads for Discover Berea, KY Guild Fall Fair, Berea Makers Market, Shop Berea, and a social media ad with the Discover Berea video.

- Television
  - WTVQ- Hometown Tours
    - October 15- Good Day Kentucky, Three 2-minute segments.
  - TV Interviews promoting Make It, Take It, Give It!
    - November 21- WDKY-TV / 7A-8A
    - November 27- WTVQ-TV / Good Day KY
    - November 27- WLEX-TV / Lee & Hayley Afternoon Show
    - 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 October 1- November 27, 2018
  - Unique Sessions: 19,309
  - Top 10 Markets
    - Lexington, KY
    - Louisville, KY
    - Atlanta, GA
    - Cincinnati, OH

- Nashville, TN
- Washington, DC
- Chicago, IL
- Indianapolis, IN
- Knoxville, TN
- New York, NY

#### Top 10 Pages Visited

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

#### Website Demographics: Site Visitors

- 84.8% New Visitors
- 15.2% Returning Visitor

#### Year to Date Budget

- Broadcast \$107,000- actual YTD \$53,510
- Print/ Publications \$85,000- actual YTD \$15,142
- Digital Marketing \$56,000- actual YTD \$39,000
- Billboards \$20,000- actual YTD \$8,175
- Production/ Printing \$52,000- actual YTD \$15,925
- Creative \$30,000- actual YTD \$19,075
  - Total: \$350,000- actual YTD \$150,827
  - Remaining Budget: \$199,173

### **Spotlight Acting School Grant Application**

Kerri Hensley presented Spotlight Acting School's Grant Application to the Berea Tourism Commission. Hensley said she wanted to present the application even though it was technically late, because the Spotlight Acting School did email the application in by the deadline, but the application was sent to the wrong email ([kerrilee@visitberea.com](mailto:kerrilee@visitberea.com)) which was hacked earlier this year. Hensley did not want to set a precedent, but she wanted to give them the opportunity to be considered since Spotlight Acting School thought they correctly submitted their application. Hensley explained that if the commission decided to give them a grant, they would have to re budget to give them the money, from potentially the advertising line item.

Reynolds asked if there was a way to include them in Brand Advertising's campaign? Susie Merida from Brand Advertising Group explained that they would do what they did with Levitt Amp, a percentage of the ads would go to Spotlight Acting School, and it would give another opportunity to promote more activities in Berea.

Greathouse said that she recommends Spotlight Acting School to guests staying at her B&B because they offer a variety of different shows, and give her guests something to do at night.

Reynolds said that he wishes that they would have reached out to local businesses on their own, like the hotels in Berea, because family members of the cast stay in the hotels to come and watch them perform.

Reynolds then said he would like for them to come and present to the commission on their outreach to consider the best direction to go and partner with them.

Hensley said that she would get in touch with Spotlight Acting School and put them on the January agenda.

### **Berea Makers Market- Laura Wick**

Laura Wick explained that the Berea Makers Market was a success and the biggest yet with approximately 55 vendors, and four outdoor food vendors. Wick also explained that:

- On Facebook got almost 6K people interested and 400 shares
- Featured in Lexington blogs, guides, and non-paid promotions
- Featured on Good Day Kentucky to spotlight local artists- KY Crafted members

Wick had a survey for attendees to fill out about the event, 76 people participated in the survey. The data that Wick gathered was:

- Top Revenue- \$1,700 (one day market, 6 hours)
- 53% of attendees were visiting
- 46% of attendees were from Berea
- 50% said the market was the reason for visiting
- 70% made a purchase
- 16% were thinking about making a purchase, or coming back

Wick noted that there were artists from all over Kentucky at the Berea Makers Market, including Danville, Bowling Green, and Louisville. Wick concluded that their biggest challenge going forward is figuring out the revenue side to be sustainable financially .

### **December Berea Tourism Commission Meeting postponed to January**

Hensley requested to postpone the December Berea Tourism Commission Meeting to January, due to needing to attend a meeting.

Reynolds then suggested that the commission needed to meet to discuss the tourism properties, and asked what other dates would work for the commission to meet.

The commission then decided to move the December meeting to December 11<sup>th</sup> with a work session at 4PM and a business session at 5PM, to discuss the tourism properties.



**Motion to Adjourn**

Cheryl Stone made a motion to adjourn. Pat Greathouse seconded. Motion passed unanimously.

Meeting adjourned at 6:51pm.