

Berea Tourism Commission Minutes

Wednesday February 14, 2018

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: Ken Gastineau, Ahmad Reynolds, Cheryl Stone, Pat Greathouse, Rick Thomas, Dale Ballinger

Support Staff Present: Kerri Lee Hensley, Nancy Conley, Aja Croteau

Visitors Present: Susie Merida, Barb Sallee, Anna Hartje Butcher, Ali Blair, Brett Hetzell, Gwen Childs, Randy Stone

Approval of Agenda

Gastineau moved to approve the agenda; seconded by Greathouse. Motion carried unanimously.

Approval of Minutes: November 15th 2017 Special Called Meeting

Stone moved to approve the Amended November 15th minutes; seconded by Greathouse. Motion carried unanimously.

Approval of Minutes: January 10th 2018

Gastineau moved to approve the January 10th minutes; seconded by Greathouse. Motion carried unanimously.

Berea Levitt AMP Series Update- Ali Blair

Ali Blair and Gwen Childs shared updates on the planning process for this year's Levitt AMP Music Series.

- Blair and Childs recently attended a gathering for all 2018 Levitt award winners in Los Angeles. The event was a positive experience that led to brainstorming, networking, and the connection with a booking agent that works with emerging musicians. Childs shared her gratitude for the foundation's willingness to invest in communities to build these events up and get them to a point where they can be self-sustaining. The Levitt Foundation director gave a presentation at the event showing the impact of the Levitt AMP series in hosting communities, and Blair expressed that they hope to share this presentation with the commission once it is made available to the award winners.
- The music series will run every Friday from July 6th to September 7th.
- This year, the events will begin at 7pm so Artisan Village business owners and employees have more time to finish their day and so the road blocks will not interfere with the afternoon rush hour traffic. It is expected that the events will end around 10pm, though permission has been granted for the events to last until 11pm.
- The planning team is currently working on booking musicians for the series, applying for additional grants to cover funding, and planning an art demonstration/temporary installation project with seven local female artists. One team member has been assigned to coordinate environmental sustainability.

- Instead of vendors setting up at each concert, there will be a market on the first Friday of every month at the same time as the concert events. A team member has been assigned to coordinate the First Friday markets.
- The planning team is meeting with City of Berea officials next week and is working to schedule an open community meeting to receive public feedback in the near future.

Director's Report – Kerri Lee Hensley

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

- Budget: Tourism Cash, \$562,518.07
- Communications: Aja compiled and distributed all event information including the February newsletter, the weekly events notice sent to local businesses, promotional social media posts, and updating the website calendar. She worked with Michael to schedule 3 OurBerea video interviews during January, and shared two new videos online according to their biweekly schedule. She began the process for developing the 2018 Coupon rack card that will accompany the 2018 Travel Planner by creating a participation form, distributing the form to local businesses via email and in-person store visits, and collecting forms from business owners. She has worked with Judy Sizemore to update the Art Accelerator Program page on the website and to create materials for advertising the call for applications. She created two graphics highlighting former program fellows, and interviewed Samantha Lyons at Tater Knob with Michael, who will edit the footage into a 1-2 minute long video for advertising the program. She has begun planning for a quarterly training to take place in March to be offered to local business owners. The focus of the training will be Optimizing Social Media Photos/Images.
 - Social Media Updates:
 - Twitter: 13,900 impressions and around 274 total followers.
 - Facebook: Facebook: 5,634 total "likes," 338 page views, 2,157 post engagements, and 6,546 people reached. (Brand Ads were also run during this time)
 - YouTube: 19,536 video views so far on 32 public videos.
 - Instagram: Up to 1,146 followers.
- Workshops:
 - Hands on Workshops 2018: Berea artists taught 10 different workshops totaling 14 sessions. Workshops include creating a hand blown glass heart paperweight, decorating a cake to look like a puppy, making Viking love potion (mead/honey-wine), beaded jewelry creations, embroidery, felting a wooly valentine pin, forging

decorative hooks, a letter opener, a leaf key ring or a camp knife and constructing a half dozen cornhusk roses. Sixty-four ticket registrations were sold totaling \$4,982.00 in ticket sales.

- It/Multi Media:
 - Delivered Our Berea - Dwan Finney
 - Filmed, Edited and Delivered the Our Berea Short for LogHouse Craft Gallery
 - Filmed, Edited and Delivered Our Berea Short for Clementine's Bakery
 - Filmed Interview for Arts Accelerator, Sam Lyons
 - Filmed Interview for Berea Farm Store
 - Photographed, Developed and delivered photos of Arts Accelerator Stephanie Runyan

- Group Tour Report:
 - Connie attended ABA (American Bus Association) Annual Marketplace in Charlotte, NC.
 - Had scheduled appointments with 26 owners/operators of various motorcoach companies.
 - Helped Louisville CVB with closing ceremonies. Louisville will be host city for ABA 2019.

- Art Accelerator:
 - Art Accelerator Fellow Applications are due Tues, March 20th.
 - KY Crafted the Market – March 1-4, 2018 – Louisville, KY

- Admin:
 - The job listing for the position was posted by the City of Berea two days prior to the commission meeting.¹ Applications are due Feb. 23.
 - The Art Accelerator application materials have been distributed to 144 contacts and three listserves. The opening has been listed in three newsletters and posted on 8 Organizational Facebook pages and shared by numerous individuals (see attached charts).
 - Reynolds asked if the effort was mostly focused on Kentucky, as the commission has previously expressed wanting to reach out nationally to fill these positions. He and Stone asked what can be done to extend the reach further.
 - Cheryl Stone asked Hensley and Brand if it would be advantageous to run ads/post the opportunity on leading job search websites. Brand answered that they have frequently added positions to indeed.com for their other clients. The commission and Brand discussed the benefits of listing positions on indeed.com. It was agreed upon

¹ The position was actually posted on the City of Berea Facebook Page on Thursday, February 8th around 8am.

- by Brand and the commission that consultant Judy Sizemore would be capable of adding those positions herself, and can invoice Tourism for the cost of doing so. Hensley added that if there are suggestions for other contacts for this initiative, they can be sent to Hensley via email.
- The 2018 Official Kentucky Visitor's Guide is out. Berea has a full page ad inside the front cover. The focus of this year's guide is food. Berea's spoonbread was included on the menu for the "Bluegrass, Horses, Bourbon, and Boone" region. The section also mentions the Spoonbread Festival.
 - The Berea 2018 Visitors Guide were delivered on January 19th to drop ship locations. One hundred fifty thousand guides were printed this year. Bulk mailing went out the week of the 22nd and brochures were distributed to local businesses.
 - 3,500 of those guides will be distributed at shows in Lakeland, FL, Columbus, OH, Novi , MI and Nashville, TN.
 - Interviews were conducted for the Office Manager Position. Expect to have position filled by March 5th.
 - SAVE THE DATE! Tourism Commission retreat -Wed, March 21st, 2:00pm-5:00pm Skylight Room, Boone Tavern
- Upcoming:
 - Spotlight Playhouse Murder Mystery: Love & Murder at Locanda Rossa.
 - Berea Arts Council Stepping Out for Art February 24th

Festival of Learnshops Update- Nancy Conley, Berea Tourism

A copy of the list of new instructor and workshops is on record in the minute book.

Nancy Conley presented a list of new instructors and new workshop offerings for the 2018 Festival of Learnshops. New workshops offerings include intro to scratch boarding, carving a limestone bird, nature art, and advanced podcasting. Reynolds asked if Berea Tourism has ever turned an instructor applicant away. Conley explained that if a proposal is inappropriate or impossible to accommodate, she and consultant Pat Bradley work with the applicant to make any necessary adjustments so it will work. Tourism has, however, turned away proposals for "pyramid scheme" type classes where the main goal is for participants to sign up to sell a product.

Advertising Update – Brand Advertising Group

A copy is on record in the minutes book.

- Brand has renegotiated billboard rental contracts that were established before Brand was hired. They have secured a new billboard on US 25 in Corbin. The billboard at exit 77 on I-75 will stay up at no cost until sold to someone else. Rick Thomas asked about the cost of the new billboard and Susie Merida explained that it was around \$500, which is the same as the existing billboard on I-75 that we are no longer paying for.

- Print Campaign: Berea Craft Festival and Festival of Learnshops posters and rack cards were designed. A t-shirt design for Festival of Learnshops was also created.
- A new campaign, “Discover Berea” was created. The goals of the campaign are to position Berea as a destination for travelers and to showcase aspects of Berea including but also beyond arts and crafts. These aspects coincide with Berea’s many rankings in media publications, which include but are not limited to:
 - #1 City for Crafts in America (American Craft Week)
 - Best Budget Friendly Vacation (Southern Living)
 - The 2nd Annual Levitt AMP Music Series in Berea
 - Berea as a Kentucky Trail Town
 - Berea College ranked in Top 100 Liberal Arts Colleges (U.S. News)
 - Best Hotels and Inns of the South (Southern Living)
 - 50 Beautiful Small Towns in America (U.S. News)
- Digital marketing: A digital sample was created for the “Discover Berea” campaign.
- “Discover Berea” Media Plan: Marketing will be done using a combination of digital, OTT (Digital TV), and Broadcast Television.
- The new campaign is covered by the existing budget.
- Cheryl Stone asked if, with the introduction of this new campaign, we will still be using the phrase “Where Art’s Alive.” Barb Sallee said yes, and that marketing still drives viewers to go to visitberea.com.
- Reynolds asked if the new ticketing system for visitberea.com has been used yet. Hensley answered that yes, it was used for the October HOW event and that all issues encountered in the process are being addressed.
- Web Traffic Report: Jan. 1- Jan. 31
 - Unique Sessions 3,913
 - New Visitors 80%
- Year to date budget: Budget is \$335,000; Actual YTD \$195,804; Difference \$139,196.

A 2018 Travel Planner was given to each commission member to view. Barb Sallee and Susie Merida reminded everyone that once the schedule for the 2018 Levitt AMP Series is set, it will be added to the digital copy of the Travel Planner and the digital copy will be uploaded to visitberea.com at that time.

2017-18 Amended Budget

A copy of the amended budget is on record in the minutes book.

Hensley explained that all proposed changes are for the addition of the Art Accelerator Program Manager position. Reynolds clarified that the \$10,000 addition to the “Salaries: Full-time” line item was the amount needed to meet the agreed upon salary for the position.

Stone moved to approve the 2017-18 Amended Budget; seconded by Ballinger. Motion carried unanimously.

Art Accelerator Full-time Program Manager

Pat Greathouse moved to approve adding the Full-time Art Accelerator Program Manager position; seconded by Ken Gastineau. The motion carried unanimously. Hensley will work with the city's Human Resources department to move forward on the hiring process.

March Tourism Commission Meeting

Hensley requested that the March meeting be rescheduled because it conflicts with the quarterly State Tourism Director Meeting. The commission discussed date and time options for the March meeting.

Randy Stone reminded the commission that any meeting that does not take place at the pre-scheduled time (5pm on the second Wednesday of every month) is considered a Special Called Meeting and must be advertised as such. In addition, the agenda of Special Called meetings is fixed, so nothing can be discussed at that meeting that isn't listed on the agenda. Hensley shared that at this time, the only agenda item for March is the 2018-19 Budget.

Dale Ballinger moved to hold a Special Called meeting on March 21st at 5:30pm in place of the regularly scheduled meeting on March 14th; seconded by Pat Greathouse. The motion carried unanimously.

Public Comment

There were no public comments.

Motion to Adjourn

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

Meeting adjourned at 6:18 pm.