

Berea Tourism Commission Minutes
Business Session
Wednesday, May 8, 2019
212 Chestnut St., Berea City Hall, Conference Room

Business Session: Called to order at 5:05PM, Reynolds presiding.

Commission Members Present:

- Ahmad Reynolds
- Dale Ballinger
- Rick Thomas
- Patrick Huston
- Charles Saunders
- Charles Arnold
- Linda Ross

Support Staff Present:

- Kerri Lee Hensley
- Megan Hardy
- Jeffery Carpenter

Visitors Present:

- Susie Merida
- Hannah Biddle
- Jaqueline Bowling
- David Rowlette
- Ronnie Terrill
- Jim Davis
- John Payne
- Wendy Warren
- Clint Patterson
- Laura Wick
- Steve Caudill
- Mayor Bruce Fraley

Approval of Agenda

Dale Ballinger motioned to approve the agenda; Charles Arnold seconded. Motion carried unanimously.

Approval of Minutes: April 10, 2019

Dale Ballinger motioned to approve the March 12, 2019 Minutes; Rick Thomas seconded. Motion carried unanimously.

Approval of Special Called Minutes: May 1, 2019

Charles Arnold made an amendment to the previous minutes. Charles Arnold made a motion to approve the May 1, 2019 Special Called Meeting Minutes with the noted changes; Patrick Huston Seconded. Motion carried unanimously.

Director's Report – Kerri Hensley

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

Communications

Megan compiled and distributed all event information including the May newsletter, the weekly events notice sent to local businesses, promotional social media posts, and sent out a press release for local events to the local newspapers. She has been keeping the website up to date, held the quarterly training on Google My Business Verification on April 18th, and went to WKYT on April 24th for a Festival of Learnshops interview with Gwen Heffner. She is currently in the process of planning a Festival of Learnshops social media campaign on FOL.

Social Media

- Social Media Updates:
 - Twitter: Around 5,859 impressions and around 380 total followers.
 - Facebook: 6,936 total “likes,” 682 page views, 4,325 post engagements, and 52,335 people reached. (Brand Ads were also run during this time)
 - YouTube: 25,122 video views so far on 47 public videos.
 - Instagram: Up to 1,395 followers.

Workshop Programs Report

Hands on Workshops Feb., April and May

As of April 30, 2019 we have sold 86 registrations totaling \$6,082.00 in gross revenue.

Currently there are 34 registrations for the May 11 and 12, 2019 offerings. (We had a total of 28 registrations for the February 9 and 10, 2019 offerings, totaling \$1,855.00 in gross revenue and a total of 24 registrations for the April 13 and 14, 2019 totaling \$1,750.00 in gross revenue.)

Festival of Learnshops July 12 thru August 2, 2019

Festival of Learnshop (FOL) registration opened March 8, 2019 and Singing Bird Music School registration opened April 11, 2019. As of April 30, 2019, we have sold 552 registrations totaling \$48,408.00 in gross revenue. Of these registrations, 9 are for Singing Bird Music School. Currently we have sold eleven learnshop t-shirts totaling \$220.00 in gross revenue. *On April 30, 2018 we had sold 374 learnshop registrations totaling \$30,860.00 in gross revenue.*

As of May 2, 2019, we have sold 573 registrations totaling \$50,459.00

April Group Report

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|-------------------------------|---|
| Wed. April 10 th | Garden Clubs of KY Annual Conference at Boone Tavern. Brought 28 members on Foothills Express vehicle to Old Town for afternoon of shopping, touring. Provided 160 Welcome Bags with information, etc. to conference for their attendees. Additional attendees shopped through town on their own. |
| Thurs. April 11 th | 44 Madison County Youth Leadership Students, 11 th grade from all 4 high schools in Madison Co. came for Arts Across the Curriculum visit. |
| Thurs. April 11 th | 20 Harrison Co. Middle School Art students came for Arts Across the Curriculum visit. |
| Tues. April 16 th | Small tour group (5 people) from Lexington. Provided basic tour, ate lunch in town. |
| Wed. April 24 th | Group of 35 from Indiana. Provided basic tour plus Student weaving demo. Lunch in Berea. Had overnights and dinner in Berea night before. |
| Thurs. April 25 th | Spoke to Regional Teachers' conference at Boone Tavern. 23 teachers from Central KY area who teach hospitality, tourism, etc. Also provided Welcome Bags for each. |
| Sat. April 27 th | Group of 27 from Indiana. Provided basic tour. Overnights, dinner and lunch in Berea. |

Sun. April 28th Site visit for 6 representatives of Collette Travel. Arranged for 3 artists to demonstrate per Collette's request. Will be bringing multiple group tours to Berea beginning this fall.

Art Accelerator

The Art Accelerator program had 432 visitors and \$500.50 in sales for the month of April. Classes are being held every Saturday, but attendance has been low due to the time of year. The Berea Community School's after school program visited the Gallery and 25 students and 4 teachers enjoyed a workshop and art activity about the artist Joan Miro. There are 18 applicants patiently awaiting the selection process.

Administration

Preparing for the Sister Region Delegation Berea day – Thursday, May 16th. Please save the date for the evening picnic beginning at 6:00pm.

Internal posting for Office Manager position ended April 30th. Awaiting applications from HR.

The Festival of Learnshop catalogs are being inserted in the Berea Citizen, Hazard Herald, Lexington Herald Leader, Morehead News, Richmond Register, Somerset Commonwealth Journal and Williamsburg News Journal during the week of May 6th. We should see a heavy spike in registration.

Upcoming

July 12 – Aug 2 – Festival of Leanshops

July 12-14 The Berea Craft Festival

July 19-Oct 4 Levitt Amp Series

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, May Edition, 1/4 Page
 - TravelHost of the Bluegrass- May/June Issue, Full Page
 - TravelHost of the Bluegrass- May/June Issue Advertorial
 - Newspaper Insert- May 1-12, 70,000 inserts to
 - Berea Citizen
 - Hazard Herald

- Lexington Herald-Leader
- Morehead News
- Richmond Register
- Somerset Commonwealth Journal
- Williamsburg News Journal
- Kentucky Living, April Issue, 1/3 Page
- The Lane Report, April Issue, Half Page
- Grant County News, April, Four Full Page Ad Inserts

Brand then presented the updated billboard design to the commission.

- Television
 - Experience Berea Commercial
 - WKYT
 - WDKY
 - WYMT
- Outdoor
 - Updated Experience Berea Billboard Design
- Digital Marketing:
 - 4/1 – 4/30
 - Ads Delivered: 206,703
 - Total Actions: 1,383
 - Target Areas: Detroit to Jacksonville- I-75 Corridor
- Web Traffic Report-
 - VisitBerea.com- Dates April 1- April 30, 2019
 - Unique Sessions: 8,810
 - Top 10 Markets
 - Lexington, KY
 - Louisville, KY
 - Nashville, TN
 - Cincinnati, OH
 - Chicago, IL
 - Boston, MA
 - Washington, DC
 - Indianapolis, IN
 - Atlanta, GA
 - Knoxville, TN

Top 10 Pages Visited

- Workshops
- Calendar
- Shopping
- Checkout
- Dining
- Staying

- Artists
- Berea Craft Festival
- Exploring
- History

Top 10 Traffic Sources:

1. Google / Organic
2. Direct
3. BAG / Retargeting
4. BAG / Facebook Ad
5. Bing / Organic
6. Facebook/ Referral
7. Yahoo / Organic
8. JudyMudd.com / Referral
9. Early Registration Notice FOL 19 / Email
10. Kentucky Living.com / Referral

Year to Date Budget

- Broadcast \$109,000- actual YTD \$66,696
- Print/ Publications \$65,000- actual YTD \$58,047
- Digital Marketing \$64,000- actual YTD \$57,550
- Billboards \$20,000- actual YTD \$16,350
- Production/ Printing \$62,000- actual YTD \$65,900
- Creative \$30,000- actual YTD \$28,950
 - Total: \$350,000- actual YTD \$293,493
 - Remaining Budget: \$56,507

Restorative Forestry Clint Patterson’s Windy Warren

Clint Patterson and Windy Warren introduced themselves to the commission, and discussed the new events and activities that they are in the process of putting together to get the community more involved with the Berea College Forestry Outreach Center. Patterson discussed his idea for an annual forest festival event that would put Berea on the map permanently for people who travel to outdoor festivals.

Budget

Full budget attached to minutes.

The commission discussed the budget for the 19-20 fiscal year that they approved to go to city council at their May 1, 2019 Special Called Meeting.

The commission decided that they needed to have another special called meeting to go through the 19-20 budget again, line item by line item due to differing on decisions.

They scheduled the special called meeting for May 20, 2019 at 3:30 at the City Hall Community Room.

Reschedule June Meeting

Rick Thomas requested to change the date of the June 2019 meeting. The commission rescheduled the Wednesday, June 12, 2019 meeting for Tuesday, June 11, 2019 at 5pm at the City Hall Community Room.

Meeting adjourned at 6:34pm.