

**Berea Tourism Commission Minutes**  
**Business Session**  
**Wednesday, August 14, 2019**  
**212 Chestnut St., Berea City Hall, Conference Room**

**Business Session:** Called to order at 5:12PM, 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
- Jeffrey Carpenter

**Visitors Present:**

- Mayor Bruce Fraley
- Susie Merida
- Anna Harjte
- Hannah Biddle
- Ronnie Terrill
- David Rowlette
- Richard Olson
- Cheyenne Olson
- Gwen Childs
- Ali Blair

**Approval of Agenda**

Ahmad Reynolds motioned to make an amendment to the agenda, to add Sustainable Berea- Purchasing Property. Charles Arnold Seconded; motion passed unanimously.

## **Approval of Minutes: August 14, 2019**

Dale Ballinger made an amendment to correct the date on the July 10, 2019 minutes from Approval of Minutes: June 11, 2019 to July 10, 2019. Motion passed 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 August newsletter, the weekly events notice sent to local businesses, and promotional social media posts. She has been keeping the website up to date. She scheduled social media for the Berea Craft Festival, and posted behind the scenes footage from the Festival of Learnshops on social media daily to create a buzz and help increase last minute registrations. Megan also assisted with photography for the Learnshops, and is in the process of getting those photos edited and put on the Google Drive.

## **Social Media**

- Social Media Updates:
  - Twitter: Around 9,541 impressions and around 403 total followers.
  - Facebook: 7,123 total "likes," 717 page views, 5,696 post engagements, and 12,515 people reached. (Brand Ads were also run during this time)
  - YouTube: 26,699 video views so far on 47 public videos.
  - Instagram: Up to 1,505 followers.

## **Workshop Programs Report**

### **Festival of Learnshops (FOL) July 12 thru August 3, 2019**

For FOL 2019, we sold 1269 tickets totaling \$106,481.00 in gross revenue. Of these registrations, 37 were for Singing Bird Music School. We sold 58 learnshop t-shirts totaling \$1,190.00 in gross revenue. Pass it on: Exhibit of Works by Learnshop Instructors at the KY Artisan Center will run through October 20, 2019.

WE ENDED LAST YEAR WITH 1292 Registrations, \$106,481.00 in Gross Revenue. We were down 23 registrations but up by \$2,108.00 in gross revenue.

Dates are set for next HOW event: October 11-13, 2019. Presenter guidelines are updated as well as proposal form – these were emailed out and available on visitbera.com as of August 2, 2019. Proposal submissions are due August 16, 2019. Available space for these workshops has been reserved including Broadway center Rooms, City Hall Community and Conference Rooms; Berea Welcome Center Back Platform and the Tolle Building.

### **July Group Report:**

- Thurs. July 11<sup>th</sup> Classic Corvette Club members in town. 14 people, 7 cars, on way to National Rally in South Carolina. Overnight and dinner in Berea, came to Old Town before departing. Provided Welcome Bags, special road maps, blocked parking lot for their cars, etc.
- Tues. July 16<sup>th</sup> Basic tour for group of 50 from Indiana. Overnighted in Berea, lunch in Berea.
- Tues. July 30<sup>th</sup> Brief driving tour and stop in Old Town for group of 15 from Louisiana. Had lunch in Berea. Quick stop over on way north.

### **Art Accelerator**

The new fellows began their tenure at the accelerator program on July 1. Jill Angelle, Becky Brown and Brian Wylie are 2019-2020 art fellows. Jill is a seamstress and a painter focusing on wearable folk art and abstract acrylic paintings. Becky is a metalsmith with a focus on copper and enameling techniques creating earrings, necklaces, charms, and sculptural pieces. Brian is a master illustrator incorporating a unique blend of graphite and gold leaf.

We had 668 visitors for the month of July. In 2018 we had 389 with a 70% increase in foot traffic this year. Gallery sales were \$1227.62 compared with \$946.66 last year. That is a 30% increase over last year.

We hosted 2 local summer camp groups and the Japanese Home Stay group participated in a tour and a Japanese art project. 30 folks participated with this group.

### **Administration**

David Jones has resigned. His last day will be August 25<sup>th</sup>.

We will be leasing 139B North Broadway Street to Kentucky Shelf Life, LLC as of Sept. 1<sup>st</sup>

Met with representatives from the KY Heritage Council on July 18<sup>th</sup>. Met with Palmer Engineering on July 25<sup>th</sup>. They are interested in creating the application for the Historic District.

Met with Mike Carroll on August 5<sup>th</sup> regarding the Tolle property.

### **Upcoming**

July 19-Oct 4 Levitt Amp Series

August 16-18 Berea Celtic Festival, 10<sup>th</sup> Annual

September 20-22 Spoonbread Festival

September 27-28 Fall Mountain Folk Festival

### **Sustainable Berea- Purchasing Property**

Richard Olson presented a presentation on Sustainable Berea/ the Berea Urban Farm to the commission. Olson explained to them that the Berea Urban Farm is an educational market garden. They host workshops, events, and tours to help the community with education on growing food and sustainability. Olson explained how Sustainable Berea has had a 20-year lease with the city for \$1 a year.

Olson then showed the commission a video of the Urban Farm tour that explained and showed the progress of how the Berea Urban Farm has changed over the last 6 years. Charles Arnold asked Olson to give administration time to evaluate the project to move forward in regards to purchasing the lot.

### **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, August Edition, 1/4 Page
  - TravelHost of the Bluegrass- July/August Issue, Full Page
  - Horizon Magazine- July Issue, Half Page
  - Lexington Herald-Leader, Weekender: July 12, Half Page
- Television
  - Select Markets
    - Various Markets: Lexington, Louisville, Eastern KY, Northern KY

- Broadcast TV- :15 second spots – FOL & Craft Festival
  - Cable- :30 second spots – FOL & Craft Festival
    - Discover, DIY, Food Network, HGTV, Bravo, Hallmark, Lifetime
    - Over 8,500 commercials plus 60 no-charge bonus spots
  - Brand then presented the FOL & Craft Festival commercials to the commission.
  - Television Interviews
    - WKYT- Friday, July 5 – Noon Program
    - WTVQ- Friday, July 12- Good Day KY
- Digital Marketing:
  - 7/1 – 7/31
    - Ads Delivered: 977,974
    - Total Actions: 1,418
    - Target Areas: I-75 Corridor
- Web Traffic Report-
  - VisitBerea.com- Dates July 1 - July 31, 2019
  - Unique Sessions: 18,761
  - Top 10 Markets
    - Lexington, KY
    - Louisville, KY
    - Nashville, TN
    - Cincinnati, OH
    - Chicago, IL
    - Atlanta, GA
    - Indianapolis, IN
    - Columbus, OH
    - Knoxville, TN
    - Washington, DC

#### Top 10 Pages Visited

- Workshops
- Home
- Calendar
- Berea Craft Festival
- Shopping
- Checkout
- Dining
- Artists
- Staying
- Festival of Learnshops

#### Top 10 Traffic Sources:

1. Google / Organic
2. Direct

3. Facebook / Referral
4. Bing / Organic
5. Yahoo / Organic
6. BAG / Retargeting
7. BAG / Display
8. OhioFestivals.net / Referral
9. KentuckyMonthly.com / Referral
10. BAG/ Social

#### Year to Date Budget

- Broadcast \$72,000- actual YTD \$26,500
- Print/ Publications \$50,000- actual YTD \$6,173
- Digital Marketing \$55,000- actual YTD \$10,000
- Billboards \$28,000- actual YTD \$2,446
- Production/ Printing \$30,000- actual YTD \$3,000
- Creative \$15,000- actual YTD \$1,250
  - Total: \$250,000- actual YTD \$49,369

#### **Ali Blair- Levitt AMP**

Ali Blair gave the commission an update on the Levitt AMP Berea Music Series. Blair discussed with the commission that she wants to bring Levitt back for year four. She explained that the deadline for the application is September 20<sup>th</sup>, then the voting period begins. 25 cities are chosen to be up for vote online, then 15 are chosen for Levitt. Blair asked the commission for continued partnership as they apply for year four of Levitt AMP Berea.

#### **Marketing Reimbursement Requests**

The commission discussed and reviewed the Marketing Reimbursement Requests. They noted that the change was made this year to make sure that the funds are used for marketing. Organizations approved for matches must submit receipts or proof of their purchases, and what the funds were used for.

The Marketing Reimbursement Requests:

##### **Battle of Richmond:**

Requested: \$1,500

Granted: \$350

##### **Berea Makers Market:**

Requested: \$1,100

Granted: \$950

**Hands Four Spring Dance:**

Requested: \$1,000

Granted: \$750

**Celtic Festival:**

Requested: \$1,600

Granted: \$950

**English Country Dance:**

Requested: 600

Granted: \$250

**KY Guild Craft Fair:**

Requested: \$2,500

Granted: \$2,450

**Berea Urban Farm:**

Requested: \$2,450

Granted: \$2,450

**Levitt AMP:**

Requested: \$10,000

Granted: \$2,450

**Berea Chamber of Commerce Geocaching Weekend:**

Requested: \$2,500

Granted: \$2,450

**Spoonbread Festival:**

Requested: \$5,000

Granted: \$2,450

**Christmas Parade:**

Requested: \$950

Granted: \$950

Patrick Huston made a motion to accept these matches for advertisement reimbursement. Dale Ballinger seconded; motion passed unanimously.

Charles Arnold made a motion to approve Central KY Design to draw up plans for the Depot and to move forward and report back on the expenses. Linda Ross seconded; motion passed unanimously.

Meeting adjourned at 7:57pm.