

Berea Tourism Commission Minutes
June 11, 2019
Special Called Meeting
212 Chestnut Street, City Hall - Conference Room

Meeting called to order at 5:01 PM, Dale Ballinger presiding.

Members Present: Dale Ballinger, Charles Arnold, Linda Ross, Rick Thomas, Patrick Huston

Support Staff Present: Kerri Hensley, Nancy Conley

Visitors Present: Jeffrey Carpenter, Reid Connelly, Ronnie Terrill, Susie Merida, Hannah Biddle, Anna Hartje Butcher, Ali Blair, Jim Davis, Jesse Albert Glenn, Cynthia Main, Cinnamon Callins, Laura Wick, Mayor Fraley, Sune Frederiksen, Jeannette Rowlett, Ollie Drezek, Cora Jane Wilson

Approval of May 8, 2019 Business Meeting Minutes: Rick Thomas moved to approve the minutes of May 8, 2019; second by Charles Arnold. Motion passed unanimously.

Approval of May 20, 2019 Special Called Meeting Minutes: Rick Thomas moved to approve the minutes May 20, 2019; second by Patrick Huston. Motion passed unanimously.

Director's Report: Printed report provided and presented by Kerri Hensley. A copy of printed report is on record in the minutes book.

Additions to the printed report as well as discussions:
New for Festival of Learnshops this year are t-shirt sales. They are currently available online and will be available or purchase at the Kentucky Artisan Center at Berea. T-shirt sales have not been very strong.

L & N Day statistics will be provided at the next meeting.

The number of guests listed for the Art Accelerator gallery, 470 guests, was for the month of May 2019. Cynthia's sales from November thru May, \$3,243.50, includes her online sales.

Tourism Office Manager position was put on hold via the City. Kerri Hensley hopes to get the process of filling that position "back" going within the next couple of weeks.

Upcoming Events:

July 12 – Aug. 2 – Berea Festival of Learnshops

July 12 – 14 – There Berea Craft Festival

July 19 – Oct. 5 – Friday Night Levitt AMP Berea Music Series

Aug. 16 – 18 – Berea Celtic Festival

Discussed Festival of Learnshops: Registration numbers are up compared to this time last year. All learnshops have locations – they are set prior to taking registrations. Nancy Conley shared list of locations.

Discussion regarding work sessions: At the last Berea Tourism Commission Strategic Planning Meeting, the Commission developed a proposed timeline and topics of discussion for work sessions to take place once a month for the next 6 months. First work session was for the Tourism 2019/2020 Budget. The second work session topic is “Buildings” and is scheduled for July 10, 2019 at 2 PM (prior to regular business meeting). Kerri Hensley to reserve meeting space, preferably at City Hall if available.

Kerri Hensley to circulate to all Commissioners, a calendar with work session meeting topics and suggested dates/times for the rest of the year.

Brand Advertising Updates: Susie Merida, Hannah Biddle and Anna Hartje Butcher with Brand Advertising presented a marketing summary for 2018 – 2019 as well as the 2019/2020 budget breakdown.

A copy of the presentation is on file in the minutes book.

Reviewed the strategic marketing approach used to promote Berea as a tourism destination which offers visitors arts and crafts, music, learning, dining, outdoor adventure and activities, shopping, eco-tourism and more.

Played Berea Tourism Promo Video.

Outdoor – All of the new billboard signs are up except one – had to wait for political sign to be removed.

Reviewed year to date budget. Remaining budget \$27,188.

2019-2020 Goals: Increase non-resident visits and revenue from the target markets. Showcase the many key strengths of Berea. Continue to adapt and explore marketing strategies to better reach previous and potential visitors.

2019 – 2020 Budget YTD* Total: \$350,000

Broadcast/OTT	\$100,000
Print/Publications	\$60,000
Digital Marketing	\$65,000
Billboards	\$30,000
Production/Printing	\$65,000
Creative	\$30,000

Discussion on Advertising Updates:

Berea is in the running again for Kentucky Living's Best in Kentucky.

Demographic age information listed on web traffic report comes from Google analytics. The 25- 34 has moved up some. Percent of males visiting visitbera.com has increased by 4%.

Berea was listed as one of the prettiest towns in KY. Brand will look into the possibility of getting this message on a brown sign on I-75.

Most tv and digital is in May, June and July. Least amount of tv and digital is in Jan., Feb., and March. Brand to provide the commission with a calendar by month showing what broadcast is being purchased.

Discussion on organic website visits. Google/organic is the top visitbera.com traffic source.

Artists are listed as the tenth top landing page visited. Out of over 600 pages on the website – being in the top ten is very high. Two shopping pages are listed as being in the top ten. Brand to look into why there are two.

Kerri Hensley to see if our local government access channel has capabilities to play the Berea Promo Video. Kerri Hensley noted that this was looked into it in the past and they system didn't have the capabilities but will check into it again.

Art Accelerator - Fellow Presentations:

Cinnamon Callins:

Ceramicist Cinnamon Callins is a 2017 graduate of Berea College. She presented on her experience as an Art Accelerator fellow noting that it was great experience – she learned a lot thru the program including how to do her own marketing and how to participate in shows. The networking and communication with the community and other business owners was a great experience as well. She noted that Jeffrey has done a wonderful job managing the program. She see's the program as an opportunity to help replenish the artist community. Cinnamon would like to see the fellows receive more time and support. She suggested looking into a shared maker's space or something similar as the next step for the fellows.

Cynthia Main:

Cynthia Main, a woodworker and broommaker, provided background information on herself noting that she has been an artist for a long time. Her Business is Sunhouse Craft known for making Appalachian home goods. Her products are in eight stores. Her Instagram follows have grown from 200 to 1500. Cynthia has opened an online store. She participates in at least one show a month from March thru the end of the year. The shows she has participated in have been all over the US including NY, Chicago and Nashville. The Art Accelerator program has helped her most by providing space and a stipend. She has found MACED to be invaluable to her business. Cynthia doesn't see the benefit of a store front in Berea at this time, as retail storefronts don't seem to be very strong right now. Her wholesale totals from Nov. to May was \$3,243.00. After the program, she is considering working part time for a furniture maker and part time on her craft.

Jesse Albert Glenn:

Painter, Jesse Albert Glenn worked at Amazon, made contemporary fine art and participated in shows prior to his Art Accelerator fellowship. For the last year, as a fellow, he has painted nonstop, and noted that having a space provided for him to work in was very valuable. Jesse has created/painted multiple murals throughout Berea. Jeffrey Carpenter and Ollie Drezek leading a Murals of Berea Movement helped facilitate the production of Jesse's murals. He hopes to open his businesses, Edge of August Studios in Berea. He creates and sells contemporary fine art canvasses, creates murals and offers paint parties. Jesse would like to add adventure paint parties for kids and families – there the subject comes alive. For instance, the paint subject could be a firetruck. Before or after painting the image of a firetruck, the group of attendees would tour a firetruck. Looking for business space accessible to tourists where there is potential to sell his contemporary paintings, has room to host painting parties and is within budget. Jesse would like to see better communication within the Art Accelerator program and across the board to/with other city departments, entities and the community. He suggested adding a secretary/gallery worker position to the program. This would allow Jeffrey more time for programming and community engagement. Another suggestion Jesse gave was to offer the FastTrack courses at the beginning of the fellowship program instead of toward the end. This would enable the fellows to have their business plans intact earlier allowing them more time to put their plans in place. Jesse is offering a free mural to a building owner in Berea with the stipulation that he would control the artistic content and the building owner would need to cover the cost of supplies.

Stacey Sizemore:

Photographer, Stacey Sizemore was unable to attend and present this evening. She had a show opening to attend in Richmond.

Jeffrey Carpenter announced that vetting for the next group of fellows is scheduled for June 19th.

Levitt AMP – Update on Events:

Ali Blair presented on the Levitt AMP Berea Music Series.

She reviewed the history noting that Berea Tourism has invested in the program since it began in 2013. The last three years the music series has received Levitt AMP grant funding. This music series is supported greatly by the local community which was proven thru the required Levitt AMP community voting as part of the grant award process.

Berea has received a lot of promotion thru this music series. Levitt's marketing campaign, #musicmoves has reached over 1.7million. Berea's music series has received local as well as national media attention. Berea and the other Levitt AMP grant recipient communities have been listed on the screen board in Time Square two years in a row. Bands nationally and internationally touring are listing Berea on their social

platforms and websites and creating videos such as Kaleta & Super Yamba Band's Video that Ali played.

Berea has seen increased investment in the community due to the music series. The music series is something Danny Isaacs, Berea's former Economic Development Director would use frequently in conversations with clients. Ali noted that this music series was part of Apollo's decision to come to the "Old Town" Artisan Village. Sharon Yazowski, Executive Director of the Levitt Foundation will visit Berea on September 6th. The Berea Arts Council invites the Berea Tourism Commission and Staff to a luncheon they will be hosting on September 6th when Sharon is in town. Ali will follow up with Kerri Hensley with more details.

2019 Berea Levitt Amp Music Series will take place in the "Old Town" Artisan Village July 19 thru October 4 from 6 PM – 9 PM. The grand finale of this season will be held October 4th and will feature Pine Mountain Sessions: Daniel Martin Moore and the Other Years. Author Mary Ann Worthington to do readings throughout the evening.

Reid Connelly presented on the music series kickoff event, scheduled for July 19th. The Ho Etsu Taiko Japanese drumming band will be performing. Partnering with the music series for this event is the Madison County International Committee with goals to elevate and amplify the sister region program and connect family and factory communities in town. There has been some interest from the Consulate-General of Japan in Nashville, TN.

Emily LaDouceur – Council Discussion: Emily LaDouceur sent an apology prior to the meeting stating that she would not be in attendance.

Charles Arnold moved to adjourn the meeting; second by Rick Thomas. Meeting adjourned at 6:39 PM.