

Berea Tourism Commission Minutes

Business Session

Wednesday, December 7, 2016

Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street

Business Session: Called to order at 5:03 PM, Reynolds presiding.

Commission Members Present: Ahmad Reynolds, Charles Arnold, Cheryl Stone, Donna Robertson, Ken Gastineau, Pat Greathouse

Support Staff Present: Kerri Lee Hensley, Dylan Bogard, Nancy Conley

Visitors Present: Susie Merida, Barb Sallee, Anna Hartje Butcher, Hannah Coldiron, Amanda Haney

Approval of Agenda

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

Approval of Minutes: November 9, 2016

Greathouse moved to approve the minutes of November 9, 2016; seconded by Stone. 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, \$342,135
- Communications:
 - Small Business Saturday was a success. At least one business in the Artisan Village reported that it was their top Saturday during their time in Berea.
 - Dylan also promoted the AMP Berea proposal, Make It, Take It, Give It!, and a donation drive for Gatlinburg fire victims.
 - Dylan is working with Micheal to create a video series to air in 2017.
 - Social Media Updates:
 - Twitter: over 28,000 impressions from tweets and over 67 followers.
 - Facebook: Around 54 new "Likes" on the page with around 5,000 post engagements and 30,000 people reached.
 - YouTube: Make It, Take It, Give It! Commercial uploaded.
 - Instagram: Over 500 followers.
- Workshops:
 - Make It, Take It, Give It is off to a great start. We met last year's ticket registration by early December.
 - Regional Arts Specialist Mini Conference was hosted by Berea Tourism. These were newly appointed Arts Specialists, and were able to work with artists in the Artisan Village.
 - Festival of Learnshops applications are due by December 20th.
- Group Tour Report:
 - A total of 148 students visited Berea and worked with 12 artists as a part of Arts Across the Curriculum.

- November 1, 48 gifted and talented students from McCreary Co. worked with 4 artists.
 - November 9, 100 students, 4th grade, from Hunter Hills in London visited 8 artists.
- Connie had 4 motor coach groups:
 - November 15-17 a group of 20 from Alabama stayed at the Boone Tavern and travelled Berea.
 - November 19 a group of 28 from Missouri stayed two nights at the Boone Tavern and participated in workshops.
 - November 20, a group of 45 from Alabama had a step on tour and shopped in Old Town,
 - November 29-30 a group of 18 from Illinois stayed the night at Boone Tavern, participated in the Murder Mystery Dinner, went to the Spotlight Playhouse, and shopped in Berea.
- Art Accelerator:
 - October sales report, \$4,038.
 - November sales report not available yet.
 - Fellows are in transition. The 2015 class is now out, and the 2016 class is working to fill the gallery and make it their own.
 - The EVOLVE training is going well for the current fellows.
 - The gallery participated in both open house weekends with hot cider and cookies.
 - The City Streets Department is finishing up the dust collection system and paint booth.
- Upcoming:
 - Make It, Take It, Give It, 6th Annual, weekends in November and December
 - Christmas Country Dance School, December 26-January 1st

Reynolds asked Hensley to elaborate on the AMP Proposal. Hensley noted that we finished 17 out of 25 qualifying us for the next step of the process. She noted that we would know more in January.

Stone asked about the selection of Learnshop instructors, and asked about sending out proposal requests via advertisements. Hensley replied that it could be a possibility, but that the current instructors have learned about the program by word of mouth, and that we currently turn instructors away now. All instructors must have taught before or have participated in the Master of the Art of Workshop Presentation course.

Advertising Update – Brand Advertising Group

A full copy of the presentation is available in the minute book.

Anna Hartje Butcher, Susie Merida, Barb Sallee, and Hannah Coldiron presented on the progress made by Brand Advertising Group. The group displayed the current map of coverage by the Make It, Take It, Give It commercials, and showed the media appearances on WDKY, WTVQ, WKYT, and WLEX. The group noted that due to good relationships with

these stations, this air time cost Berea Tourism no money. Merida also informed the commission that there was an upcoming filming on December 12 for Good Day KY on WTVQ, and Hensley invited the commissioners to attend. The group also discussed the current digital marketing campaign being used to the Make It, Take It, Give It workshop series. In addition to this, the group discussed the “Berea Welcomes You” campaign sought to give visitors an alternative from Gatlinburg after the wildfires. These ads were tracked and were remarketed to 15,028 visitors. The group then discussed the Guerilla marketing being used to promote Make It, Take It, Give It. The group had ordered stencils and spray sidewalk chalk to paint the logo in the ground throughout Berea, and at event locations. They hope to do this for future events and workshops as a cheap way to garnish interest and give directions. Brand also presented the webpage traffic for visitberea.com. In November there were 7,450 unique sessions and 77.7% of those were new visitors.

Finally Merida discussed the 2017 initiatives including the visitor’s guide with new accordion style map, new billboard design, new website, more digital marketing, finalizing the visitor surveys, and preparing for Learnshops. The group reported that they have used \$114,925 of the \$325,000 budget, leaving \$210,075.

Discussion of visitberea.com Webpage Contract and Redesign

A copy of the handout is available in the minute book.

Reynolds asked the commission members if they had looked over the documents provided to them.

Arnold responded that the issues of intellectual property had been addressed in this new contract. However,, he was concerned that the website price of \$35,000 was too high, and that he thought KRS 45A-95 required them to bid out the website contract and have at least 3 bids.

Hensley noted that the webpage build would be covered under the current contract with Brand Advertising, and no bid would be needed. She also noted that the goal was to have the webpage up for the Festival of Learnshops in July. Arnold countered that the contract dispersed at the meeting would be separate and therefore need to be bid out.

Stone and Robertson made it clear that the document should not serve as a contract, but rather clarifies the scope of work to be completed by Brand. Hensley agreed and noted that the city attorney, JT, stated that the original contract with Brand Advertising covered the build of a new webpage. Reynolds asked the members of Brand to respond to this, and Hartje agreed that the build should be included in the original contract, and that the form was standard for most clients, though the agreement with Berea Tourism was different than other clients Arnold stated that if it was a clarification of the scope of work, he agreed that it did not need to be bid out.

Arnold then continued to question the cost of the new site, noting that a website was bid out 2 years ago for \$28,000, which he thought was too much. He noted that GoDaddy.com and Host Gator would cost significantly less to host a site, as low as \$85 in the second year. He claimed that 30gb of storage included in the Brand proposal may not be enough, and that \$25 a month per extra GB would be costly. Gastineau noted that those were Wordpress based sites and that plug and play template causes many of the current issues. In addition, the new site would have the shopping cart feature and security. Arnold argued that there were additional plug-ins for credit card processing.

Robertson noted that the Boone Tavern had a complete webpage build in 2011. She stated that she did not need the shopping cart feature, but had many of the custom features that the Brand Advertising Group was prepared to offer on the tourism page. She said that the price of the webpage was comparable to the one that was built for the Tavern, and was more prepared to move into the future than a standard template. However, Robertson stated that she was also concerned about the storage overage fees, and wanted to know the specifics of Brand's largest website.

Merida noted that Brand hosts hundreds of sites, and that no sites have reached 100gbs. She noted that less is more, and that the site should host very few large items. In addition, this site would have higher security and more features than a plug and play site.

Robertson asked to be emailed the information and a link to a large e-commerce site run by Brand, and they agreed to do so on Thursday.

Reynolds then asked the commission members their thoughts on the webpage. Arnold was fine with the clarification, but did not want the price, Gastineau was fine with the updated scope of work and price, Greathouse was fine with the updated scope of work and price given the time limit, Stone was fine with the updated scope of work and price, and Robertson was fine with the updated scope of work and price contingent upon the overage charges.

Merida then noted that Berea Tourism could host their own site if they wished. Robertson stated that the commission did not want to do that.

Stone made a motion: "Contingent upon our satisfaction with information produced by tomorrow with regard to future fees with hosting, and given the clarification with regard to intellectual property with ownership, I make a motion that we that we move forward with the approval for you to begin work on the website." Roberts seconded the motion.

The motion passed 4-1. Arnold was in dissent, "\$35,000 is too much to develop this website."

Before the meeting adjourned, Reynolds asked if there were any questions concerning the meeting.

Arnold asked about the \$15,545.23 generator installation charge in the check register. He stated that he had accepted the generator from the city, as it was to be surplus from the City Hall renovation for the Tolle building, but was under the impression that it was a gift. He then mentioned that Tourism was supposed to be occupying the Tolle building by October of 2016, but the move had not started.

Reynolds asked about the generator, and Greathouse did as well, stating that it should be in the minutes for such a large expense. Arnold stated he did not know if the generator was in the minutes, but recalled accepting it and having outside meetings himself over the summer concerning it.

Hensley stated that she would look into the matter, and then discussed the difficulty of the tourism move to the Tolle building. She expressed the issues with renovation, occupying the depot, and sharing the space with the Codes Department.

Arnold reminded the commissioners that the Codes Department had stated they would pay rent for use of the building, but had not yet done so. Robertson, Reynolds, and Greathouse agreed.

Reynolds and Arnold discussed the changes that needed to be made to the building, and Arnold noted that Tolle offered to help design a portico for the building if wanted. Reynolds asked him to contact Tolle to see if he would be interested in that for the future.

Hensley noted that the depot should be filled before leaving. Robertson and Reynolds agreed, while Arnold noted that it was the City's building and not Tourism's to fill.

The commission stated together that they wanted to sit down with the Mayor and City Administrator to discuss the move. Robertson stated that she wanted a list of pros and cons of moving from Hensley by the next meeting about moving, and work to be done to the Tolle Building.

Meeting adjourned at 6:36 PM