

Berea Tourism Commission Minutes

Business Session

Wednesday, November 9, 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: Critley King, Barb Sallee, Anna Hartje Butcher, Hannah Coldiron, Steven Connelly, Andy McDonald

Approval of Agenda

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

Approval of Minutes: October 12, 2016

Stone moved to approve the minutes of October 12, 2016; seconded by Greathouse. Motion carried.

Director's Report – Kerri Hensley

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

- Budget: Tourism Cash, \$440,112
- Communications:
 - Dylan filed paperwork to become a Small Business Saturday rally location, sponsored by American Express and was accepted. As a result, Tourism has distributed information to local businesses to schedule open houses and put up décor.
 - November 26th is Small Business Saturday. The Welcome Center staff will distribute refreshments, shop information, and reusable shopping bags provided by the #ShopSmall campaign.
 - The October 20th social media workshop was a success with around 20 participants. More workshops will be planned quarterly.
 - Social Media Updates:
 - Twitter: over 11,000 impressions from tweets and slow but steady growth.
 - Facebook: Around 70 new “Likes” on the page with around 16,000 post engagements.
 - YouTube: Small Business Saturday promotional video is live.
 - Instagram: Over 400 followers to date.
- Workshops:
 - HOW had a successful month with several instructors, including Fiber Frenzy, Lindy Evans, Weston Glass Studio and new instructor Megan Smith of Doodlebug Cakes. Smith's cake classes were a success, and the children's course sold out.

- Make It, Take It, Give It, registration opened on October 1th. 18 Berea instructors are offering 40 different workshops, and 115 different sessions. The “Master of the Art of Workshop Presentation” course is being offered to artists looking to teach future workshops. All current Gallery 123 fellows will be attending.
 - Berea Festival of Learnshop proposals will go out the week of November 9th. Deadline for proposal submission is December 20th.
- Group Tour Report:
 - October 7th, 2 buses from Pennsylvania, 89 people total, received step-on tour. Both ate at the Artisan Center, and one group stayed in Berea
 - October 12th, a group of 53 from Wisconsin stopped in Berea. This group toured, ate, participated in workshops and stayed in Berea. The group was a part of ABA FAM (familiarization tour).
 - October 15th, Assisted Berea College with transportation and tour information for Family Weekend
 - October 16th, group of 50 from Ohio stopped, toured, dined and ate in Berea.
 - October 20th 27 from North Carolina toured, shopped and ate in Berea.
 - October 21st -23rd, a group of 37 from Mississippi and Alabama stayed at the Boone Tavern, toured, ate and shopped in Berea.
 - October 28th, group of 45 from Tennessee stayed, ate, shopped and attended a concert in Berea.
- Art Accelerator:
 - October sales report was not yet available. To be distributed later.
 - Justin Burton is now selling his brooms on Amazon.
 - Justin Burton, Gerald Price and Tim Wade attended the Fall Fair.
 - Wade also attended the South Elkhorn Show in Lexington, Ky.
- Upcoming:
 - Home and Hearth Christmas Bazaar, November 12th-13th
 - Berea College Craft Holiday Sale, November 19th
 - Small Business Saturday, November 26th
 - Make It, Take It, Give It, 6th Annual, weekends in November and December
 - Twilight Christmas Parade, December 3rd
 - Christmas Country Dance School, December 26-January 1st

Advertising Update – Brand Advertising Group

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

Barb Sallee, Anna Hartje Butcher, and Hannah Coldiron presented on the progress made by Brand Advertising Group. The group discussed the current digital marketing campaign being used to promote fall seasonal visits to Berea, the Make It, Take It, Give It workshop series, and the Fall Craft Fair event in October. After displaying the digital fliers (available to be seen in the minute book and on the DVD), the group stated that between October 1st and October 31st that these ads generated 523,125 impressions and 1,316 clicks to visitberea.com. The group then discussed the print ads in *Group Travel Leader* and

Kentucky Monthly portraying Berea with the trial tag line of "More than arts," and the Make It, Take It, Give It ad in the *Kentucky Monthly Gift Guide*. Brand Advertising also discussed the television spots, and displayed the two television ads going out in Bowling Green, Hazard, Lexington, Louisville, Cincinnati, and Knoxville (available to view on the DVD in the minute book). These were selected as target viewing areas due to high traffic in the past. News broadcasts had also been scheduled throughout November and December to promote Make It, Take It, Give It for the holiday season. The group also updated the commission on the marketing research being conducted. Teams have been deployed to the Artisan Center and Welcome Center, an iPad with the digital survey was left at the Welcome Center, and emails have been sent to the following categories: Artisan, hotel/lodging, retail and restaurant, and visitors.

Finally, the group from Brand Advertising continued the discussion on the construction of a new website for Berea Tourism. The group gave examples of what the page could look like and how each page would function. Hensley and Reynolds asked the commission for permission to move forward with the process in order to have the website ready and tested for the 2017 Festival of Learnshops, as the build process could take 12-14 weeks. As a part of the presentation, commission members were asked to review the initial contract and build specifications. Arnold raised concerns about the cost of the site build and wording of the contract. The group from Brand Advertising stated that all advertisements direct people to Tourism's webpage, and that a new site is needed for mobile users and improved access. The cost of the website was said to come out of the advertising budget due to the strong connection with marketing. Stone, Robertson, Hensley and Reynolds discussed the contract issue with Arnold, and made it known that this was the original draft of the contract, and would go to the city attorney for adjustments before being signed as procedure. Arnold then brought up personnel in regards to webpage advertising, and asked for future discussion from the commission at a later time.

Stone made a motion to make note of each area of concern, and with the notes go forward to in house council. The commission must revisit the contract review and revise the contact as necessary. The contract must come back to the commission before signed. Gatineau seconded. The motion carried unanimously.

Madison County, KY Tourism Economic Impact- Kerri Hensley

A copy of the handouts and video are located in the minute book.

Hensley discussed the recent findings from the Kentucky Tourism office given at a recent meeting. She showed a video highlighting the results of tourism promotion statewide. Hensley noted that Kentucky, in 2015, say \$8.7 billion in direct expenditures and \$1.43 billion in tax revenue from tourism. Hensley also noted that tourism was the third largest generator of revenue in the state, behind the automobile and healthcare industries.

Hensley stated that state officials had given her the breakdown for Madison County, but not specifically Berea. She stated that Madison County generated \$120,545,000 in direct tourist spending. In indirect spending, the county received upwards of \$189 million. Hensley remarked that this led to 2,541 tourism related jobs in the county.

The commission members discussed the success of the tourism industry in the area, and Reynolds asked for further information on the jobs and Berea specific numbers.

Gastineau discussed the possibility of hospitality training, as was done in years past. The commission made no formal motion, but discussed the possibility of bringing these trainings back in the future.

Wayfinding

A DVD is located in the minute book along with any paperwork provided.

Kerri Hensley, Executive Director of Berea Tourism a change order addendum for the wayfinding project completed in July. Hensley stated that the project has already been completed, but a change order was needed to complete payment. She stated that Jones Sign Company had run into issue while placing the signs, resulting in additional charges of \$68,402.10. Hensley stated that the issues were mostly related to bedrock, and specialized equipment was needed to complete the installation. It was stated that this was the third amendment to the original price of \$189,092 in May. The second amendment added was in May 2016 for \$48,090.68. Reynolds and Hensley both noted that the additional cost was necessary and justified to complete the job in a timely manner. Both noted that additional costs would have resulted no matter what given the situation. Hensley noted that the increase went toward equipment rental and an additional 118 hours of man time.

Stone stated that the commission will be willing to pay for the completed work, but that the commission should be made aware of issues sooner in the future.

A motion was made by Greathouse to approve the change order; Roberts seconded the motion. The motion carried unanimously.

Motion to Move to Executive Session for Personnel with Kerri Hensley Present

Motion made by Arnold; Seconded by Roberts. Motion carried unanimously. All visitors and staff members, apart from Executive Director Hensley left the room at 6:45.

The meeting tape ended for executive session.

The commissioners returned to regular meeting at 7:26pm (not displayed on DVD)

Meeting adjourned at 7:29 PM. (not displayed on DVD)