

**Berea Tourism Commission Minutes
Business Session
Wednesday, January 13, 2021**

VIDEO TELECONFERENCING MEETING PER KRS 61.826

Business Session

Called to order at 3:41PM, Patrick Huston presiding.

Commission Members Present:

- Charles Arnold
- Laura Carpenter
- Patrick Huston
- Kristy Napier
- Charles Saunders
- Rick Thomas

Support Staff Present:

- Donna Angel
- Megan Campbell

Visitors Present:

- Bruce Fraley
- David Gregory

Approval of Minutes – December 9, 2020:

Rick Thomas made a motion to approve the December 9, 2020 Berea Tourism Commission Business Session Minutes; Charles Arnold seconded. Motion passed unanimously.

Right Place Media Update & Year End Report- Bill Rice:

Bill Rice gave the Commission an update on RPM's upcoming plans for marketing, and their year end report for 2020. Rice presented the report on a screen share via Zoom to the Commission. (A full copy of the report is on record in the minutes book)

Directors Report- Donna Angel:

(A full copy of the directors report is on record in the minutes book)

Donna Angel gave the Commission an overview on what the Business and Tourism Development Staff have been working on over the past month. She also gave the Commission a year end report about the positive and successful things that were accomplished by Berea Business & Tourism Development in 2020.

Brockman Billboard- Patrick Huston:

The Commission discussed different layout and design options for the Brockman Billboard. After discussing the pros and cons of each option, the Commission decided on design A, but adding both Exit 76 & 77, and "The Prettiest Small Town in KY" added in a script font to the design.

Bill Rice from RPM told the Commission that he will get that updated billboard design over to Donna Angel the next day for the Commission to look over and approve the updated artwork.

Successor Program Update- Rick Thomas:

Rick Thomas gave the Commission an update on behalf of the Successor Program committee.

He explained that the committee is in the process of brainstorming ways to keep Berea's brand, The Folk Arts and Craft Capital of KY, alive. Thomas is expecting for the committee to make a recommendation to the Commission in the spring on what they think the Tourism Commission should do to keep that brand alive, and work with the alignment of all of Berea's stakeholders to both support the existing arts, while also bringing in new.

Motion to Adjourn

Charles Arnold made a motion to adjourn; Patrick Huston did a roll call. Motion passed unanimously.

Meeting Adjourned at 5:21PM.