

**BEREA TOURISM COMMISSION MINUTES
SPECIAL CALLED MEETING
WEDNESDAY, JULY 14, 2021**

VIDEO TELECONFERENCING MEETING PER KRS 61.826

Called to order at 3:35 PM; Patrick Houston presiding.

COMMISSION MEMBERS PRESENT:

- Charles Arnold
- Kristy Napier
- Rick Thomas
- Charles Saunders
- Patrick Houston
- Linda Ross

SUPPORT STAFF PRESENT:

- Donna Angel
- Thomas Horn
- Nancy Conley
- Sarah Stillwell

GUEST PRESENT:

- Melissa Gross

APPROVAL OF MINUTES – JUNE 9, 2021 AND JUNE 28, 2021:

Charles Arnold moved to approve minutes. Second by Kristy Napier. Motion passed unanimously.

PUBLIC COMMENTS:

No public comments.

BEREA CRAFT FESTIVAL UPDATE:

Melissa Gross provided a preliminary report of the Berea Craft Festival which was held July 9-11, 2021.

- The festival has broken some records since the city and tourism have been involved.
- Strong attendance on Friday, breaking record for opening day by at least 1,000 visitors and gate revenue \$4,500 over 2019.
- 87 artists present, some booths have more than one artist in the booth which accounts for the 100+ artists total.
- Booths had a little more space this year because of pandemic – some vendors weren't back to traveling, plus allowed the festival to be slightly spread out to allow room for attendees.
- 26 new artists – wonderful piece to have

- Festival has a good reputation. Artists were extremely happy.
- Biggest problem seen this year: many artists were pulling out inventory they hadn't seen in a while, low inventory for some.
- 7 concessions
- Musicians
- Kids tents
- Media: all three local TV stations came on Sunday. Local papers reported on event.
- Final numbers available next month.

Donna Angel commented: Melissa did an amazing job. Melissa is our consulting agent. All involved worked very hard together, security, parking, etc. Impressive to see behind the scenes from set-up to tear-down. It's a wonderful craft festival. Not an inexpensive festival to attend and artists were extremely pleased with their sales. Thank you to Melissa.

Charles Arnold: What is the future of the Berea Craft Festival?

Melissa: I think it can continue on. This was a strong indication people still want to come. This is one of the few festivals people pay to attend which means people know it is worth it.

Patrick Houston: When I first arrived, I was nervous about all the people because of parking, but parking went well. It was a well curated festival. I am pleased to hear of the record-breaking year.

PAVILLION UPDATE:

Donna Angel: The city believes it will be completed by the end of July.

DIRECTOR'S REPORT:

Directors Report

1. VISITORS COUNT: June 2021

June 2021, 2085 Visitors Contactless Bags 87 or **2172** Total
 COVID - June 2020, 200 visitors / 89 Bags June 2019, **2287**

2. SOCIAL MEDIA #'s:

FACEBOOK:

LIKES: June 2021 was **9,462** vs. PREV Mth May **9,100**: Increase of **+ 362**

***Comparative to COVID June 2020 of **8,036**: COVID: Increase of **+ 1,426**

***Comparative to June 2019 **7,064** (A NORMAL YR): Increase of **+ 2,398**

Facebook Engagements

881,639 vs. Prev. Mth. May 149,420

TWITTER

June 2021 we had **551** Followers vs. (prev. mth) May of **543** Increase of **+ 08**

INSTAGRAM:

June 2021 **3,046** vs. (prev. mth) May of **2,997**: Increase of **+ 49**

3. BUSINESS TOPICS:

- A. Welcome New Tenant to “the Cottage”: Village Life. August move in: Food Items soon to serve:
- B. Becky Brown of BB Jeweler was a recent presenter to World Affairs Council addressing Rural Appalachian Artist work as a past graduate of the Art Accelerator Student to Business Owner: Rick Thomas also served as presenter to the WAC as well in discussions of Rural Appalachian Art:
- C. Seth Wheat, KY Dept. of Tourism, Adventure Tourism visited with us on June 23rd w/brochures of Kentucky Trail Towns: will visit in August w/a rep from the Ky Heritage Council for a tour of the city.
- D. Travel Host magazine came out in July (4) advertisements listed in there:
- E. We had 4) Radio Station spots going for the month of June promoting July 4th upcoming events along with July Craft Festival: RPM excellent ads for the Fair:
- F. RPM will meet with us on July 16th to discuss our 2021-2022 calendar of preliminary marketing plans:
- G. Landscaping project has been completed in the Gardens by the Tourism office: Martina Leforce continues to work w/ us on the soil erosion areas that we have around the Garden & Honeysuckle Vine building - ways to preserve and enhance the area for the future.
- H. Tim Wade at The Cabin, announced Ms. Tiffany Wade, wife and partner, to his shop as full time staff and we too welcome her to Old Town.
- I. Ms. Gina McGraw...deepest sympathy. Old Town merchant:
- J. Metro-Net continues to have a presence in Old Town: Please be cautious holes:
- K. HOBY Students (130) participated in service projects for the city: GIS,(Storm drain systems & Creek Bed cleaning), Codes-Sign Rodeo - Parks & Rec –Officer Barry and Aaron Boykin, Tourism – The cottage, and The Carloftis Garden), Mitchell Tolle Building, tree shaping porch cleaning, weeds, storage clean out:
- L. Working on a new bench to replace the Lrg. Chair for us:
- M. Two new employees added to the Tourism staff: Liz Todd and Sarah Stillwell They will be introduced at the next upcoming city Council meeting:

- N. A new add has been placed for additional part time staff to cover the 7 day a week & The Artisan Center:
- O. Sustainable Berea hosted Nancy & Myself for a Garden lunch and tour of the farm and sends gratitude and appreciation to the commissioners for the reimbursable marketing funds that were issued.
- P. Bob & Judy Mattingly Lindsay Gallery have added a beautiful collection of Quartz products, stop & visit the new image of the store:
- Q. Becky's Breads in Old Town - Breakfast /Lunch sandwiches being served:
- R. Stream Go Media (Old Town) is currently hosting a national filming co. in their place of business: Live Stream service:
- S. Going Forward our BTC meetings will be conducted in the City Annex building to be open to the public:
- T. (4) Business Workshop Series hosted June through August by Levitt AMP & presented by SBDC-VH, Meadow House Studios-LP, Sunhouse Craft-CM: Workshops will be held at the Rebel Rebel Studio & Lounge: More info at firstfridayberea.com

TOURISM OPERATIONS MANAGER'S REPORT:
EVENTS AND HAPPENINGS: Nancy Conley Report

- A. Book Signing for Hank Gevedon July 24th, 10-4PM Berea Welcome Center
- B. Updates on the Berea Farmers Market - they continue to meet every Tuesday 4-7PM and Sat. 9-1PM. On Sat. they have added "Berea Old Time Music Circle" the 2nd & 4th Saturdays 10-12PM
- C. Berea Woodcarvers will continue at the Berea Welcome Center on Wednesday 10:30-12:30 with a continuing following of visitors: Walking Stick Raffle
- D. Jammin on the Porch will continue at Memorial Park area until further notice of completion of the Folk Center: Thursday nights 7-9PM
- E. Paws for the Cause Animal Rescue "Garden Tour" July 17th, final tour \$15.00 to see all 3 gardens
- F. LEVITT AMP Berea music series, Aug. 6-7 and Sept. 3-4 as well as pop up concerts and virtual concerts
- G. Wine Down Wednesday at Boone Tavern /Frost Cafe continues 5-8PM (\$2. Off a glass wine & \$5 off a bottle of wine)
- H. Boone Tavern-Berea College Farm Store will be hosting a "Farm to Tavern" event Thursday July 15 5PM hotel patio/garden
- I. Boone Tavern-Bluegrass Mystery Theatre will be presenting "A Midsummer Night's Murder" Saturday, July 24
- J. Get Outside KY announces "Paddleboats" available now
- K. L&N Day Extravaganza – Connie Mondine Saturday August 7th 9-5PM Music. Food Truck, Train memorabilia, Merchants all across the city are encouraged to welcome all tourist and guest and to support the day, send any marketing materials to us for promotion
- L. Berea College Trace continues with their new film series

- M. Berea College Forestry Outreach Center continues w/Saturday Tour Hikes @ 10AM
- N. Joslyn and the Sweet Compression Concert at Owleyes Farm Aug 14.
- O. Churchill's Artisan Market Aug. 15 at Churchills
- P. Berea Celtic Festival will be coming August 20, 21, 22, dancing, music, food, etc.
- Q. Chamber of Commerce Spoonbread Festival will be Sept. 17-18-19
- R. KY Guild of Artists and Craftsmen Fall Fair - 60th Anniversary Celebration - October 9 and 10
- S. Battle of Richmond Reenactment - August 28 and 29
- T. Boone Way Yard Sale Oct. 1-2.
- U. Berea Tourism Make It, Take It, Give It Learnshops in October and November
- V. Make and Take Santa with Lindy Evans at the KY Guild of Artists and Craftsmen Art and Craft School - September 24 & 25, 2021. For more information and registration details go to lindyevans.com
- W. Glass Working Workshops with Michelle Weston at the Weston Glass Studio Multiple dates in July. For more information and registration go to www.westonglassgallery.org
- X. Six Week Watercolor Workshops with Bob Berger going on now at the KY Guild of Artists and Craftsmen Art and Craft School
- Y. Berea Urban Farm offering virtual classes
- Z. A special "Thank You" goes out to all the Gas Stations, Restaurants, Hotels, B&B's, Shop Owners for the excellent accommodations that were made to welcome APPROX. 8,000 tourist and visitors to Berea for the Craft Festival

SPOONBREAD FESTIVAL UPDATE:

Kristy Napier, Berea Chamber of Commerce President, updated the commission on the upcoming Spoonbread Festival. The chamber's festival planning committee is meeting on Monday evenings every 2 weeks with the next meeting on July 26. The festival is accepting volunteers, sponsors and vendor applications. More information can be found on the chamber website.

CONNIE MONDINE – MOTORCOACH SPECIALIST REPORT:

Presented by Donna Angel.

Received 1128 (886 May) requests through the KY Visitor's Guide from January through June 30th: **Increase of 224**

Top states requests are coming from: YTD #s:

KY—230

Ohio—183

Indiana—159

Michigan—151

Wisconsin—149

Illinois—141

Had **2 tour** buses for June: June 14th from Michigan with 15 tourists:

June 22nd had 38 guests on a Tour bus from Wisconsin. Connie arranged a tour of College Forestry Outreach, spent time shopping in town, and had lunch at Boone Tavern.

June 19th had students from HOBY (Hugh O'Brien Youth Leadership) held at Berea College come provide service help in Old Town. Students weeded, trimmed, etc. the CarLoftis garden, and helped clean out the cottage building. Students also helped with service projects with other City Depts.

QUESTIONS / COMMENTS:

Patrick Houston: I counted over 20 events coming up.

Linda Ross: Swing for a Cure one day softball tournament will return July 24 at the park.

INTRODUCTION OF MEDIA MANAGER:

Donna Angel introduced Sarah Stillwell, Tourism's new Media Manager.

COMMISSIONER COMMENTS:

None.

ADJOURNMENT:

Linda Ross moved to adjourn. Rick Thomas seconded. Motion passed unanimously. Meeting adjourned at 4:47 PM.