

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, NOVEMBER 17, 2021, 3:30 PM**

**City Annex Building
304 Chestnut Street**

Called to order at 3:37 PM; Patrick Huston presiding.

COMMISSION MEMBERS PRESENT:

- Laura Carpenter
- Linda Ross
- Patrick Huston
- Rick Thomas

SUPPORT STAFF PRESENT:

- Donna Angel
- Nancy Conley
- Liz Todd
- Sarah Stillwell
- Daniel Brindley

GUESTS PRESENT:

- Mayor Bruce Fraley
- Shawn Sandlin

APPROVAL OF MINUTES – SEPTEMBER 8, 2021:

Rick Thomas moved to approve minutes. Second by Linda Ross. Motion passed unanimously.

PUBLIC COMMENTS:

None.

CHESTNUT STREET PAVILION UPDATE: Shawn Sandlin

See minute book for report.

Financial changes occurred during the project. We are looking for approval for ongoing projects.

Rick Thomas: We passed a resolution saying up to \$300,000 right?

Shawn Sandlin: Yes, we would need to pull this money from the Tolle Building project to put into the pavilion project. We have received and committed \$650,000. Today, we are asking to cover \$25,000 to cover the lighting project and the rest of the project listed.

Patrick Huston: We are paying for less than half. It is a beautiful building. I am concerned about supply issues if we wait. I would rather go ahead and finish the project.

Donna Angel: Shawn, on the drainage issue – is it resolved?

Shawn Sandlin: We have a solution – drainage box with Branstetter Carroll. Box curb to keep landscaping within boundaries.

Laura Carpenter: Toward Cherry Road?

Shawn Sandlin: No, to HWY 25. Cherry Road is an ongoing project but separate from this.

Linda Ross: I agree with Patrick, all for this. You are right about supplies concerns.

Donna Angel: Going from the \$22,000 to the \$25,000 for the lighting. Will \$25,000 be enough?

Shawn Sandlin: I imagine the \$3,000 number being enough to cover. I can't imagine it being over that.

Patrick: Looking for a motion to transfer \$75,000 from Tolle Building project to pavilion project.

Laura Carpenter: I'd be glad to make that motion.

Linda Ross: I'll second it.

Motion passed unanimously.

GENERATOR UPDATE: Shawn Sandlin

We have four possible solutions for the generator in the Tolle Building.

- 1) Move to rear of building, need to extend wall to deaden sound. Cost would be \$26,000. This is not what I would recommend. You would need a shallow trench and covered with concrete.
- 2) Move closer to Chestnut Street, reduce distance and wiring cost. \$13,400
- 3) Turned around using same amount of wire, pad access there, utilize fence to cover that. Minimal cost.
- 4) Remove it completely. It was designed to cover the size of the old city hall. Oversized for the Tolle Building depending on future use. Appropriate for something like a restaurant. Minimal cost. Estimating \$1,500. It would probably go back to the public works department.

Laura Carpenter: How much does it cost?

It was given to Tourism. Tourism paid for the transfer switch.

Rick Thomas: Does it have to be moved?

Shawn Sandlin: No.

Rick Thomas: Is a decision needed right away?

Shawn Sandlin / Patrick Huston: No.

Rick Thomas: I think we need to think about if we really need a generator. Need to ask those questions first.

Donna Angel: Charles Arnold had asked about the cost to move it. Rick is right, we don't need anything that large.

WAYFINDING SIGN

Ronnie Terrill not present.

Donna Angel: Since he's not present, we'll pass on that.

DIRECTOR'S REPORT: Donna Angel

BUSINESS TOPICS:

Donna Angel: Shared thank you card from KYMBA for Tourism's support of their clinics, etc.

1. **MARKETING:** September & October: Kentucky Monthly Magazine: Enjoy the Arts in Berea Get Out & Play ad (KYMBA) Berea Pinnacles KY Guild Fair
2. **KYMBA thank you card:**
3. **Kentucky Living Magazine:** Berea Pinnacles Article 4 pages (Knobs of KY)
4. **LANE REPORT:** Cool Kentucky article new growth, best small city tourist desire:
5. **RPM,** worked well with us on th video shoots:
6. **KDT - Tourism Video Shoots:** Fall Arts and Crafts Shops filmed – Outdoor Adventure – filmed:
7. **KYMBA CONDUCTED A** 1) day workshop on the new trail at SCBT for women:
8. Hank Phillips KTIA president and Mary Quinn Ramer president Visit Lex Presentation Tourism training session KRS Statues and Q & A
9. (2) Interviews on Shop Small Business Saturday seasons coming up Nov. 27th:
10. Delta Gas remains on sight in Old Town working on issues from Metro Net
11. All Tourism employees participated in Personnel Training thru our HR department & KLC:
12. Employees hosted a retirement luncheon for Connie Mondine:
13. Hiring for 3) P/T staff members: & Motorcoach specialist: F/T
14. KY Travel Industry Association conference in Louisville 10 -12th
The day began with a tour of Louisville, an wrapped up w/ a night at the Frazier Museum and Gallery:

Governor Beshear presented at the morning breakfast about the critical importance of recovery for the Tourism Industry. Sharing that KY would receive 75 million for recovery.

Tradeshaw sponsors and marketing companies were on hand to meet and greet for the full three days: Ad-Rack, TIS, Lanham Printing, Miles Marketing, Preston Marketing, Badlands, Lane Report:

KTIA Speaker Topics:

Better Strategy Starts w/Better Data Research:

Hot Media Tips:

State of the Industry Address:

How Apple and Google changes will affect capturing marketing numbers in 3 yrs.:

Workforce Challenges: Teenagers outrank adults in the job searching field:

Transportation-Daycare-Drug Abuse-Criminal Records-private jobs-mental health issues-pay increase-incentives-less-working hrs-weekends off for family:

Special Notices:

Folk Circle Association – The Pinnacle JazzFest -
Newsletter attached (see Minute Book)

Rick Thomas: Since we are continuing to struggle to hire part-time, do we need increase pay?

Donna Angel: Yes, we need a benefits package that will attract.

MOTORCOACH REPORT: Connie Mondine (Presented by Donna Angel)

- Connie Mondine Retired 10/8/21.
- Nancy will work with the buses until we hire a new specialist.
- Motorcoach arrivals in October 10, 14, 17, 18, 27, 28, 30 and 31 (eight total).
- Registered to attend Heartland Travel Showcase Motorcoach Convention (Feb. 4-6).
- Close to 30 motorcoaches booked for 2022.
- We have received 1617 requests for Berea information through the KY Visitor's Guide from January through Nov. 9. Top states requests are coming from:

Kentucky - 226

Ohio - 145

Indiana - 98

Michigan - 87
Florida - 86
Illinois – 82

OPERATIONS MANAGER REPORT: Nancy Conley (Presented by Donna Angel)

- Worked with KDT and team on two photo and b-roll shoots focused on artisans in Berea.
- Ribbon cuttings/sign unveilings: Homegrown Hideaways, Chestnut Street Pavilion, US Bike Route 21, Mother Well Dula.
- Participated with Stan at trick or treat at the park.
- Working with team on decorating the Artisan Village.
- Mentoring, planning, and putting on LearnShops with Liz.
- Continue training and learning about visitberea.com website platform - making updates/edits and changes.
- Site visit at Happiness Hills.

MEDIA REPORT: Sarah Stillwell

Visitor Count Numbers:

September 2021: 1,415 (plus 87 grab and go bags)
August 2021: 1,891 (plus 108 grab and go bags)
September 2020: 1,248 (plus 120 grab and go bags)
September 2019: 2,052

October 2021: 2,112 (plus 135 grab and go bags)
October 2020: 1,867 (plus 153 grab and go bags)
October 2019: 2,471

Social Media:

- Facebook:

SEPTEMBER

Likes: **9,892** vs. PRV Mth August 9,620 Increase of +272
Reach: **230,016** vs. PREV Mth August 29,657 Increase of +200,359
Engagements: **14,316** vs. PREV Mth August 6,468 Increase of +7,848
Link Clicks: **10,599** vs. PREV Mth August 3,539 Increase of +7,060

OCTOBER

Likes: **9,953** vs. PRV Mth September 9,892 Increase of +61
Reach: **324,762** vs. PREV Mth September 230,016 Increase of +94,746
Engagements: **5,700** vs. PREV Mth September 14,316 Decrease of -8,616
Link Clicks: **3,200** vs. PREV Mth September 10,599 Decrease of -7,399

- Instagram:

SEPTEMBER

Followers: **3,175** vs. PREV Mth August 3,116 Increase of +59
Impressions: **44,177** vs. PREV Mth August 12,218 Increase of +31,959
Reach: **21,521** vs. PREV Mth August 2,082 Increase of +19,439

Website Taps: **66** vs. PREV Mth August 33 Increase of +33

OCTOBER

Followers: **3,206** vs. PREV Mth September 3,175 Increase of +31

Impressions: **7,037** vs. PREV Mth September 44,177 Decrease of -37,140

Reach: **27,810** vs. PREV Mth September 21,521 Increase of +6,289

Website Taps: **3** vs. PREV Mth September 66 Decrease of -63

- Emails:

SEPTEMBER

Open Rate: **36%** (1% increase over previous month, 20% above industry avg)

Click Rate: **11%** (1% increase over previous month, 10% above industry avg)

New Email Subscribers: **256** (198 in August, increase of 58)

Upcoming change in reporting email data (due to Constant Contact):

- *“With the release of Apple's Mail Privacy Protection, email open rates will not be consistent with historical measures.” (It will appear more emails are opened than what was truly opened.)*
- *“Click rate will be calculated differently. To account for clicks for people who receive your email on an Apple platform, click rate will be based on the number of people who received your email, instead of how many opened it.”*

OCTOBER

Open Rate: **37%** (1% increase over previous month, 20% above industry avg)

Click Rate: **8%** (3% decrease from previous month, 7% above industry avg)

Email Subscribers: **Net -2,253** (in large part due to staff cleaning up several lists)

Other Updates:

- Multiple video / photo shoots with KDT and RPM in September. Exciting new video and photo content coming soon – including a commercial for TV streaming services highlight Berea’s outdoor adventure tourism scene. Other video and photo shoots highlighted Berea’s folk arts and crafts tourism.
- Regular newsletters: Monthly newsletter, Berea Biz Weekly, Berea Business Spotlight.
- Media releases: Six releases were sent to the press regarding: LearnShops, Pow Wow Performance, National Arts & Humanities Month Proclamation Signing, Tree Week.
- Several blog posts added: business spotlights, Silver Creek Bike Park opening, US bike route signage installed, Chestnut Street Pavilion ribbon cutting, Boone Trace Trail signage unveiling.

PROGRAMS REPORT: Liz Todd

Berea KY Tourism LearnShops Resumed

- Saturday, September 25, and Sunday, September 26, 2021
- Seven instructors, ten distinct classes, sixteen sessions

- Classes held on the Welcome Center Platform, the Tolle Building, the Berea Intergenerational Center, and The Hotel Building in Old Town
- 75% of attendees completed post-event survey, 95% higher than the Average Industry
- September LearnShops announcement emails sent to 6,160 email addresses, 480 bounced back, 3,243 did not open, 2,437 opened, and 1,104 clicked through – Equals a 45.3% click-through rate, the Average Industry click-through rate is 1%
- More opened on desk-top computers than mobile devices
- Attendees from eight different cities
- 80% of attendees had taken LearnShops in the past and three participants took more than one class

Fall “Pop-Up” Hotel Building LearnShop Weekends

- 10/23, 10/24 (Fall floral theme)
- 11/06, and 11/07 (cornucopia, enamel/copper jewelry)
- Tickets are live on the website
- Utilized makeup classes

“Make It Take It Give It” LearnShops

- November three-day weekend sessions offered: 11/12, 11/13, 11/14, and 11/19, 11/20, 11/21.
- December three-day weekend “Last Minute Shopping”: 12/10, 12/11, and 12/12
- Proposal requests/guidelines sent to instructors, reviewing, interviewing, booking event space

CHESTNUT STREET PAVILION SIGNAGE: Donna Angel

Donna Angel: There will be ground lighting. For the Tourism logo, do we need RPM to create something different?

Laura Carpenter, Linda Ross, Rick Thomas, Patrick Huston all agreed a logo is needed that says Berea KY Tourism instead of what we currently use.

SHI INTERNATIONAL CORP: Donna Angel

Donna Angel: Tom Moreland, GIS for City of Berea, shared a new mapping program recently, and the mayor was in the meeting.

Mayor Bruce Fraley: The concept was that all the maps we print – paper maps, are expensive. This would provide maps for technology: phones, web, etc. to get directions for points of interest, natural attractions, restaurants, etc. We are trying to transition to online mapping. Hopefully that would be a cost saving to not print as many. No firm price or bidding process yet. Tom could come back and explain.

Donna Angel: This is a great thing. We currently spend a fortune updating signage and printed maps. This could allow for something to say “this has been updated, go here to find the map.” Major time, labor, cost savings.

BUC-EE’S ADVERTISING OPPORTUNITIES: Patrick Huston

Patrick Huston: There are billboard opportunities, TVs on gas pumps, indoor ads, and we need to look into ad pricing for this.

COMMISSIONER COMMENTS:

Linda Ross: Thank you for all your amazing work.

Rick Thomas: Patrick, we suspended the Arts Accelerator Program. Suspended with the intention to see if we could continue to support that work. A committee was formed called the Artist Search Committee because of how important this arts brand is to Berea. The "search committee" name leaves out existing artists in the community so now we are the same group, new name. We sent a survey to existing arts and crafts people asking, "What can we do to support you?" They said they need help promoting. We set up a program that we're having tomorrow night at 6PM at the Berea College Forestry Outreach Center. This is an informal program to share that information.

Laura Carpenter: All of this is great. I love the fact Donna, that you all are working on the marketing and I can't wait to see the results. Each year we should be seeing the results of where we're spending our money and where we need to put it. So thank you all.

Patrick Huston: I emphasize that as well.

Laura Carpenter: It would be nice to have the wait time for restaurants on the app.

Patrick Huston: Hopefully the Christmas lights will attract a lot of people. Boone Tavern will be participating in the contest.

Linda: I spoke with someone the other day who has been a big influence or quite critical of Tourism, got a thumbs up on the direction that Tourism is going.

Patrick Huston: The public is welcome to attend our meetings.

ADJOURNMENT:

Linda Ross moved to adjourn. Laura Carpenter seconded. Motion passed unanimously. Meeting adjourned at 5:32 PM.