

DEC. 8th
2021

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, DECEMBER 8, 2021, 3:30 PM**

**City Annex Building
304 Chestnut Street**

Called to order at 3:33 PM; Patrick Huston presiding.

COMMISSION MEMBERS PRESENT:

- Kristy Napier
- Linda Ross
- Rick Thomas
- Charles Arnold
- Laura Carpenter
- Patrick Huston

SUPPORT STAFF PRESENT:

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

GUESTS PRESENT:

- Mayor Bruce Fraley
- Rose Beverly
- Shawn Sandlin
- Councilmember Ronnie Terrill
- Jacque Bowling
- Ed Lafontaine
- Amanda Haney

APPROVAL OF AGENDA

Approved by unanimous vote.

APPROVAL OF MINUTES – NOVEMBER 17, 2021:

Laura Carpenter moved to approve minutes. Second by Rick Thomas. Motion passed unanimously.

PUBLIC COMMENTS:

Jacque Bowling: I've received calls and emails asking when the Tolle Building will become the Welcome Center. Thousands were spent on the Farmers Market Pavilion and it's not conducive for the farmers market. It's a glorified umbrella. Why is it only going to be used for the farmers market?

RIGHT PLACE MEDIA UPDATE: Amanda Olmsted

See minute book for report.

Questions:

Rick Thomas: One of the things we're trying to track is visitors to Berea. Is evening location of cell phones the best way to track where they live? So we should attract Louisville, Cincinnati, etc?

Amanda Olmsted: We are.

Rick Thomas: Interstate traffic – should we do more billboards? Were arts, outdoors, etc. all equal budgets/campaigns?

Amanda Olmsted: Yes.

Rick Thomas: Arts did best?

Amanda Olmsted: Yes, but outdoors started later. We expect it to be much stronger in the future.

Donna Angel: The Wallingford partnership is good. Pushes Berea Tourism in school sports coverage at sporting events. Are the 15 second video commercials strictly on YouTube?

Amanda Olmsted: Yes, all other placements are 30 seconds.

Donna Angel: We see many coming from Cincinnati at the Welcome Center. Also more coming from Louisville.

Patrick Huston: Under 18 demographic you mentioned – do under 18 cell phones influence this?

Amanda Olmsted: Yes.

Patrick Huston: Many kids don't have phones in their name so this is tricky but this is good data.

Donna Angel: The Berea ads on KDT website are very engaging.

WAYFINDING SIGNS: Ronnie Terrill, Councilmember

The sign near the old Berea Citizen Office needs to be moved. I thought we agreed about moving it but we haven't moved it. The back doesn't look very good. I want to move it near the pavilion for traffic coming north on HWY 25.

We need another sign near the Artisan Center. I like the sign leaving Berea on HWY 25 with the bike on it. I want to put one on the back of the sign by the Artisan Center and the first sign.

We need to work on signage at Exit 83.

Example shown in presentation – sign near HWY 25 and ECU Bypass below Sid's Carwash: I would like something like this near Exit 83 to show people getting gas what we have in Berea. The sooner the better because they'll be opening Buc-ee's soon.

Billboard on the interstate – you can only see the word Berea from that far away.

Blue interstate sign for Artisan Center – I'd rather have billboards.

I think we need to do some work on signage. When Buc-ee's comes in, we will need it.

On Center Street at the triangle we need a dog park sign with an arrow directing people.

We need signage for the Mountain Bike Park.

Questions/Comments:

Rick Thomas: You're right. Buc-ee's is going to be a huge sucking sounds – fewer random stops. Berea has to promote itself as a destination location instead of an impulse location. That's why we need to continue to talk about why Berea is unique. Buc-ee's is especially going to impact gas, restaurants. I also agree that billboard isn't readable, and I voted on it. It was a mistake. We need to change it.

Donna Angel: Great presentation, Ronnie. We will have the opportunity to change the design of the billboard in January 2022. Do you have quotes on electronic billboards?

Ronnie Terrill: I don't know the cost, just pushing out ideas.

Laura Carpenter: I appreciate your presentation because I wasn't aware. I definitely think we need more signage, more repetition.

Charles Arnold: Thank you for your presentation. What did the bike sign cost?

Donna Angel: \$1,000

Charles Arnold: The wayfinding signs cost \$750,000 and not as appealing.

Ronnie Terrill: You all should get business owners together to have their input in this signage.

Donna Angel: Next year is a very good time to get a group together to update signage.

Ronnie Terrill: I believe Exit 83 needs to be expedited because we're behind it now.

Patrick Huston: Thanks, Ronnie. I 100% agree about the electronic billboard and digital ads at Buc-ee's. We will try to get quicker information on that. I struggle with the mix of signs pieced together and the cost of it. I think we could make them match. Some are wayfinding, some tourism, etc. I think we had a conversation about the wayfinding sign near the motel and moving it to the pavilion but I don't like it blocking the pavilion view, and worry about traffic.

Ronnie Terrill: The sign is on a hill. They're not looking at the sign because it's not visible.

Patrick Huston: I think we continue to look for locations to move that sign. Thank you for the photos.

DIRECTOR'S REPORT: Donna Angel



Berea Tourism

Directors Report

December 8, 2021

1. **MARKETING:** November Marketing Ads: Wallingford: BCS/MS: KY Mthly: Videos & You Tube: Instore art galleries:
2. **Radio Ads:** Brockman
3. **Hank Phillips KTIA** chair & president along with Mary Quinn Ramer president Commerce Lex. Training & Presentation session will be Dec. 14th: 3:30pm
4. **Pavilion** rental reservations: May 1st, 2022 Complete the Punch list items: Tourism will reserve: Not Parks & Rec.
5. **Farmers Market** is currently in the Tolle building until April 1st: No one should be on the Pavilion grounds other than the Farmers Market:

6. **Peoples Bank** has donated to pin-boards to Tourism:
7. So Yum Candle shop will open soon on College Sq. December 11th:
8. **T&D Gallery** Grand Opening:
9. **Old Town-Christmas** decorating committee Thk You- Teresa Scenters, Jessica Cox, Becky Brown, Tiffany Wade, Liz Todd, Sarah Stillwell, Nancy Conley: All Tourism staff Stan Spivey, Wendy Robinson, Star Clifton:
10. **Mayors Merry Mingling**: Small Business Saturday:
11. **Santa** hit of 159 kids on Shop Small Saturday:
12. **Public Works** and **Berea Municipal** staff for the city decorations:
13. **Hiring** for 3) P/T staff members: & Motorcoach specialist: F/T 1) Part time staff worker back to work: Hours changed for Welcome Center effective January 2nd: ****Motion / Vote
14. Truck Replacement: *****Motion/Vote

OPERATIONS MANAGER AND MOTORCOACH REPORT: Nancy Conley

- Welcome Center has been winterized: hoses disconnected, outdoor water spickets shut off and drained down, garden fountain covered and filled with antifreeze.
- Plants have been cut back and cleaned out of planters in Artisan Village. Planters on N. Broadway are aging and have required a lot of maintenance and will need replacing before too long.
- Welcome Center and Artisan Village decorated for winter holiday season.
- Leads received from KY Visitors Guide: 1640 requests for Berea information from January through November 24.
Top states requests are coming from:
Kentucky - 228
Ohio - 148
Indiana - 101
Michigan - 88
Florida - 87
Illinois - 82
- Madison County Youth Leadership junior and senior student groups came to Berea for Arts Across the Curriculum (aka Discover the Arts). The students visited Woodworker - Tim Wade, Metal Artist/Jeweler - Becky Brown and Silversmith/Jeweler - Bob Mattingly.
- One Collette Tours motorcoach came in November for an artist demo tour, lunch and shopping. They have reservations for 25 dates for 2022. We are one stop on their Bluegrass Country and the Smoky Mountains 9 day tour.
- Three motorcoaches are booked for step on tours and shopping for December 2021.
- Multiple motorcoach tour planners and managers have contacted looking at Berea for future dates.
- Jammin on the Porch will not take place Dec. 16. All other Thursdays Jammin on the Porch will take place from 7-9 at the Russel Acton Folk Center.

MEDIA MANAGER REPORT: Sarah Stillwell

Visitor Count Numbers:

November 2021: 1,533 (plus 63 grab and go bags)
November 2020: 1,080 (plus 105 grab and go bags)
November 2019: 1,533

Social Media:

- Facebook:

NOVEMBER

Likes: **10,078** vs. PRV Mth October 9,953 Increase of +125
Reach: **329,780** vs. PREV Mth October 324,762 Increase of +5,018
Engagements: **1,096** vs. PREV Mth October 5,700 Decrease of -4,604
Link Clicks: **1,074** vs. PREV Mth October 3,200 Decrease of -2,126

- Instagram:

NOVEMBER

Followers: **3,244** vs. PREV Mth October 3,206 Increase of +38
Impressions: **5,522** vs. PREV Mth October 7,037 Decrease of -1,515
Reach: **31,767** vs. PREV Mth October 27,810 Increase of +3,957
Website Taps: **0** vs. PREV Mth October 3 Decrease of -3

- Emails:

NOVEMBER

Open Rate: **31%** (6% decrease from previous month, 11% above industry avg)
Click Rate: **15%** (7% increase from previous month, 10% above industry avg)
Email Subscribers: **Net +96**

Other Updates:

- Small Business Saturday
- Santa Claus
- Mayor's Merry Mingling
- T+D Gallery/Studio ribbon cutting & grand opening at new location
- Light Up the City Storefront Decoration Contest
- Regular newsletters
- Media releases: Make It, Take It Give It LearnShops; Mayor's Merry Mingling

PROGRAM MANAGER REPORT: Liz Todd

November 2021

- Finished Fall Floral PopUp LearnShops 11/06-11/07—
 - several participants attended numerous time
 - attendees from Cynthiana, Frankfort, Lexington, Louisville, Berea, Richmond, Paint Lick, and from as far as Ohio, Oregon, Utah, and Washington
 - all positive feedback
 - three main takeaways from post-event surveys: more classes—keep them coming, people enjoy doing art with their family and friends, participants appreciate and benefit from the smaller class sizes
- Make It, Take It, Give It LearnShops 2021
 - 11/12-11/24, 11/19-11/21, and 12/10-12/12
 - classes/tickets constant contact email announcement: open-rate 38% (industry avg. 19%), click-through rate 15% (industry avg. 1%)
 - 9 Instructors, 13 Unique Classes
 - Sunday afternoons are best-selling sessions
 - not including final weekend, attendees from 12 zip codes
 - cake decorating and blacksmithing classes have highest percentage of attendees
 - Utilized spaces around Berea—Ford Building, Folk Center, Intergenerational Building, The Berea Welcome Center Train Platform, Hotel Building, Berea Makerspace
- Planning for "Something Bright LearnShops"
 - 01/22/2022-01/23/2022

- class tickets, along with complimentary gift-certificates/gift-wrapping went live on Shop Small Saturday/Small Business Saturday (11/27)
- 5 instructor artists (all classes incorporate theme "Something Bright" ie. Forge A Spiral Candle Holder)
- Continue to promote, meet, interact with the community, artists, and facilitate relationships for potential class space, future instructors, and growing LearnShops as a brand
- Continued with LearnShops "hand logo" theme to continue branding and recognition based on Seasonal colors

Comments after Motorcoach Section:

Conversation about changing this role from a part-time to full-time position.

Patrick Huston: This is extremely important to Berea. These groups have expendable income. I definitely support a full-time motorcoach specialist. Connie worked with the motorcoach groups for over 20 years. They all knew her. She was a heck of a salesperson. Big shoes to fill.

Rick Thomas: I think motorcoach is essential to Berea. One of my concerns is what do they do if our arts/crafts shops are closed? I'm all for a full-time motorcoach position but how do we make Berea a destination location without keeping these artists / finding new artists?

Donna Angel: All well taken, thank you for sharing. Next month we are taking information about all the activities Berea offers to the motorcoach conference. We can't control individual shops.

Rick Thomas: I know, you're getting very creative but in the past we had Warren May, Ken Gastineau. Right now we have glassblowing, but I'm just saying it's a whole package. We need to think about how we replace them.

Patrick Huston: I will say we have a great experience for Collette with four working artists. One thing about motorcoach – it's very different. It's important to know this demographic – they're not ones to do a lot of hiking. They're looking more for the arts. I agree with Rick, I do want to stay focused on continuing those businesses but I also think we need to continue bringing these coaches to Berea.

Laura Carpenter: When you bring coach people what is the age group?

Patrick Huston: Typically 60+.

Donna Angel: 47-75 age. The shops make a lot of money off the busses and get excited about the groups coming.

Charles Arnold: I certainly support a full-time position. A few years ago we did a study on the economic impact of one bus and it was \$5,000 that was left in the community. We have to concentrate on this.

Kristy Napier: How many busses do we average in a year?

Donna Angel: I think 30, I think we need 120. That would be my goal.

Motion by Charles Arnold to change the motorcoach position from part-time to full-time. Second by Laura Carpenter.

Rick Thomas: Is there a salary established?

Donna Angel: Not yet but my vision would be January/February write job description, would need to be amended/approved in budget in January.

Rick Thomas: So this is a motion?

Donna Angel: It would be similar to the management salary positions.

Rick Thomas: I vote yes.

Patrick Huston: Any other comments or discussion?

Unanimous vote.

TRUCK:

Donna Angel: We need to replace the Tourism 1990 truck.

Patrick Huston: Do we have quotes or anything yet? With the budget coming up, we need to start research. Approx. 35-45,000 for new pick up: 1 yr waiting period. I say Yes: Rick Yes

Unanimous vote:

CHESTNUT STREET PAVILION SIGNAGE: Donna Angel

Donna Angel presented option.

Rick Thomas: I'm okay with approving the purchase of a sign with graphics approved later.

Patrick Huston: Approximate cost?

Donna Angel: \$7,279 – high ball estimate.

Rick Thomas moved to proceed with purchase not to exceed \$7,279.

Motion passed with unanimous vote.

REQUEST OF CANCELLATION OF JANUARY 12, 2022 MEETING: Donna Angel

Donna Angel: We have a motorcoach conference over the January date. Would you all like to have the meeting on the 19th or 26th instead? Or combine with February?

Charles Arnold: I have an issue. We are running out of time tonight and #11 is going to take an hour? We need a meeting in January. I'm fine with cancelling the January 12th meeting but we need a different January date.

Donna Angel: We still have time now, to discuss the MT request to move forward with bids:

MITCHELL TOLLE BUILDING RFP: Patrick Huston

Patrick Huston: We submitted a formal plan for the Tolle Building. Looking to do things in phases, low cost as possible.

Kristy Napier: Is the leak in roof fixed?

Charles Arnold: New roof was put on by insurance.

Donna Angel: Maintenance took care of that issue.

Rick Thomas: I have no problem with getting pricing with these things however difficult to vote on spending money without knowing how it fits long term financially, with marketing, etc. other properties. I do think it would be good to get pricing because this is a long list.

Patrick Huston: Did you read the plan we submitted?

Rick Thomas: I think we need to do some more thinking and have clear goals.

Patrick Huston: We've outlined a plan, are you wanting it to be different? I don't know how much more we can talk about this, we need to move forward. I do want to be clear that we're not leaving the train station.

Rick Thomas: I think Tolle Building is the best place for Welcome Center. I don't think motorcoaches alone will sustain Old Town and we made a promise to not leave Old Town without having something that will bring people there.

Laura Carpenter: If you chase two rabbits, you're not going to catch either. We need to move forward and get bids.

Charles Arnold: I agree with Laura. It's time to move forward.

Laura Carpenter: Can't occupy [Tolle Building] with the way it is.

Linda Ross: I agree, we definitely need to move forward. Rick, I understand your concern. Not enough room in the depot. Logical move to take some to Tolle Building, have depot going at same time. I see this as still supporting Old Town. I'm ready for us to move on.

Rick Thomas: You guys let me say my peace, so thank you.

Laura Carpenter moved to get quotes for pricing of these items.

Second by Charles Arnold.

COMMISSIONER COMMENTS:

Laura Carpenter: Thank you for all your hard work.

Charles Arnold: Can we decide on the generator tonight?

Donna Angel recapped Shawn's presentation of options from 11/17/21 meeting.

Rick Thomas: Can we sell it back to them?

Laura Carpenter: I'm for doing away with it.

Laura Carpenter moved to relocate the generator to Berea Municipal Utilities for \$1,500.

Second by Kristy Napier.

Motion passed with unanimous vote.

ADJOURNMENT:

Laura Carpenter moved to adjourn. Linda Ross seconded. Motion passed unanimously. Meeting adjourned at 5:52 PM.