

**BEREA TOURISM COMMISSION MINUTES  
BUSINESS MEETING  
WEDNESDAY, March 9, 2022, 3:00 PM**

**City Annex Building  
304 Chestnut Street**

Called to order at 3:07 PM; Patrick Huston presiding.

**COMMISSION MEMBERS PRESENT:**

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

**SUPPORT STAFF PRESENT:**

- Donna Angel
- Nancy Conley
- Liz Todd

**GUESTS PRESENT:**

- Mayor Bruce Fraley
- City Administrator Rose Beverly

**APPROVAL OF AGENDA – March 9, 2022**

Patrick Huston moved to approve agenda. Motion passed unanimously.

**APPROVAL OF MINUTES – December 8, 2022 and February 14, 2022:**

Rick Thomas moved to approve minutes for December 8, 2022, and February 14, 2022. Seconded by Kristy Napier. Motion passed unanimously.

**PUBLIC COMMENTS:**

None.

**DIRECTOR'S REPORT ATTACHED**

**Pavilion Documents:** Laura Carpenter made a motion for 90-day free-sale booking day window for the Pavilion, excluding black out dates, to rent out for events. Rick Thomas seconded the motion. Motion passed unanimously. \*\*\*\*Motion/Vote

**Summer Music Concert Series:** Charles Arnold made a motion to bring more live music to Berea. Laura Carpenter seconded the motion. Motion passed unanimously. \*\*\*\*Motion/Vote

**PAVILION SIGN LOGO UPDATE: Patrick Huston\*\***

Patrick Huston: We have the Berea sign logo which Donna touched on earlier. We've also discussed at past meetings. We have a handout here with several designs. We need to make a decision sooner than

later. One of the things I know we're looking to do is to get the sign up before Summer. Donna, I'll let you talk about the different logos and what we're looking at here.

Donna Angel: Thank you. As we talked about last October we could not come to an agreement about the sign for the pavilion. Due to the logo being more words than design or enclosure to separate it from the City of Berea. Speaking to the designers they've sent some ideas. You see that everything is identified by a specific logo. If you see one thing that stands out, you remember that more. On the last few designs that we were showing these are ideas for us to get started. Scharme Price came up with Craft Your Adventure, we originally had Experience Berea. Here are some designs and logos, we have ordered the stone, we are prepared to move, so as a group need to decide on a logo.

Patrick Huston: Let's go around and discuss. Laura, will you go first?

Laura Carpenter: What is the colors?

Donna Angel: Blue. Teal. It doesn't have to say that. We can update.

Laura Carpenter: I like what you do with the LearnShops hand, it's nice and simple. I want it to be consistent. I don't want yours, but I want it to be simple.

Patrick Huston: Our original goal was to let people know it's Berea Tourism. I'd like not to deviate too much from Experience Berea. Is this from our current marketing?

Donna Angel: Yes, RPM.

Laura Carpenter: I like the circle, and the teal, I don't like the orange.

Kristy Napier: I like the oval, I don't like the orange. I like this font.

Rick Thomas: Remind me where this will go?

Donna Angel: It will go on the Pavilion sign and will also replace #Experience Berea.

Rick Thomas: I like #7, and I think it should be white as long it's consistent throughout. The Berea should stand out.

The distressed logos don't look good on a sign. Not opposed to circle if it's not distressed.

Charles Arnold: My favorite is the oval. I would have a solid. I would add Kentucky Tourism. No problem with updating logo. Good for a bumper sticker, I agree with the color and that the color should be white, not orange.

Patrick Huston: I also like the oval, #7, and the yellow/white font.

Donna Angel: Yes, we can resubmit, I am very pleased.

Patrick Huston: Thank you all.

#### **BILLBOARD DISCUSSION – CHARLES ARNOLD**

Charles Arnold: December we had a presentation by Ronnie Terrell, opened our eyes to need for signage. Needs to be addressed and updated. Signage at the Buc-ees exit not available. Building our own billboard not a possibility because no new billboards. Electronic \$7,000 a month, cost prohibitive. The two settled on, please explain.

Donna Angel: The two, Mt. Vernon we have one at mile marker 71, great rate, great location, two panels, blank panel. Buc-ee across the road. \$550 a month. I think we should strongly consider. The second one

is in Richmond at mile marker 91, great view, on a hill, nothing blocking. \$720 a month. If we want both we do have the funding to start right away.

Rick Thomas: Who is this one through?

Donna Angel: Brockman Media

Rick Thomas: We need to keep the message simple. Make sure it is reliably illuminated. Brockman does that.

Donna Angel: Yes, they do a great job. I agree, keep the message simple.

Charles Arnold made a motion to move forward with billboard project. Laura Carpenter seconded the motion. Motion passed unanimously. \*\*\*\*Motion/Vote

#### **TOLLE BUILDING DESIGN WORK – DONNA ANGEL**

Donna Angel: As we voted, we did move forward with architect, Tony Worley, of Central KY Design. After a walk through with the Mayor we have a rough draft. Existing building layout on the bottom. An open area for event space, it can accommodate 83 people. Adapting restrooms to ADA and a dining room with a wet bar in the board room. Front area is reception area, gallery on the left. Leave the wishing well, water underneath, great artistic piece. To separate, a divider wall from the two areas. Garage area hope to proceed with a commercial kitchen, for caterers, help food trucks, canning for Farmer's Market, open another venue for community. It could accommodate LearnShops as well. Kitchen could be grant funded when get there. Upstairs remains the same. And double doors leading to a patio area. We appreciate Mr. Worley.

Laura Carpenter: Do we have a deadline for the grant for the kitchen?

Donna Angel: We do not, we are applying for a different one. The first one had a very short deadline. It could be 3 months to a year.

Rick Thomas: Concerns are how many people can be in the space? I worry about air-conditioning for that space and the garage area. The other thing is the back door is an emergency exit, how can we ensure people don't have access to offices.

Donna Angel: There is an additional door here and here.

Rick Thomas: Oh, okay. He's taken care of it.

Donna Angel: Rick also brought up that we might not want a window here as a distraction or to save cost. Something to keep in mind.

We're up to speed, excited to be moving forward. We could have a banquet room to hold 83. This is something we need for conferences and events.

Patrick Huston: And we have budgeted the funds for this. Great start.

#### **COMMISSIONER COMMENTS:**

No additional comments.

#### **ADJOURNMENT:**

Kristy Napier moved to adjourn. Charles Arnold seconded. Motion passed unanimously. Meeting adjourned at 4:51 PM.



## Berea KY Tourism

March 9, 2022

### Directors Report

1. **MARKETING:** Will consists of: WBON BCS/MS: KY Mthly: Lee & Haley TV Show - SEC: KY Visitors Guide: Storytelling Ads begin: Focus on Music, Arts, Dance and Spring Festivals": Outdoor adventures begin: **Robert Elam:**
2. **Interviews:** Started for Motorcoach: Placed P/T and Media again, no qualifying experience applied: **March 18<sup>th</sup>** will be a final interview for the Motorcoach position. One or more of you are invited to join the **HR/Personnel team:**
3. **Pavilion** rental reservations: Rental Rates, Reservation forms, Rules & Regulations have been completed and will be posted this month for April Rentals on the Berea Tourism Website:
4. **Tolle Building** Generator has been relocated and Fence completed.
5. **PAVILION:** Stone has been ordered for the ground sign.
6. **BTC Logo:** New designs
7. **The RFP** for maintenance & landscaping service received one bid:
8. **Summer Music Concerts:** Folk Circle Event =Jazz Festival & The Sweet Beats of Ohio, Philip Hurt, country and bluegrass: **Motion and approval\***
9. **Berea Tourism:** Hosted Bluegrass Tourism Regional group at Boone Tavern with special guest Commissioner Mangeot and Mayor Fraley as guest speaker. Followed by a tour of the Berea College Student Craft building hosted by Aaron Beale.
10. **Budget Work Session:** Schedule date for work session before April 8<sup>th</sup>This draft will go to the city admin. & finance director and later back to Tourism Commissioners to Approve. then to finance, then back to Audit/finance committee work session, then to city council for two readings in June. Approval for July new year.

### PROGRAM MANGER REPORT: Liz Harmon Todd

#### Meetings/Presentations Attended:

- Berea Craft Festival Planning Meeting

- KY Cleaner Water Grant Check Presentation by Governor Beshear
- Back to School Bash Planning Meeting
- Holiday Inn Express Introduction to new GM, Brijesh Patel and new Director of Sales, Carrie Prewitt
- 2022 Calendar Meeting

**LearnShops HeartArt Pop-Up February 5-6, 12-13:**

- created flyers, promotional materials
- four artists, five unique class offerings
- Gourd Art and Blacksmithing most popular, all sessions sold out, opened two additional sessions per instructor to accommodate demand
- Post-Event Surveys: most impactful takeaway - each person surveyed replied YES, they planned to return to visit Berea in the next three months
- HeartArt Email Rates: Open Rate: **48.4%**, industry Avg.: **30.42%** Click Rate: **7.2%**, Industry Avg.: **1.33%**

**Planning for Festival of LearnShops 10<sup>th</sup> Anniversary Celebration 2022 July 15-24:**

- Contacted instructors with previously approved proposals from 2020
- Contacted all previous instructors, within and outside Madison County
- tracked proposal responses - answered all questions, troubleshooting
- booked class space for LearnShops

planned celebration

**OPERATIONS MANAGER REPORT: Nancy Conley**

**Visitor Count Numbers:**

February 2022: 483 (plus 2 grab and go bags)

**KY Visitor Guide Leads:**

Jan.-Feb. 28, 2022: 277 leads received

Top 10 states:

Kentucky	32
Ohio	21
Wisconsin	21
Michigan	19
Illinois	15
Pennsylvania	15
Indiana	14
Florida	12
New York	12
Texas	11



### **Meetings/Presentations Attended:**

- Berea Craft Festival Planning Meeting
- KY Cleaner Water Grant Check Presentation by Governor Beshear
- Berea Citizen Marketing/Advertising Opportunities
- Lee and Hayley Show SEC Marketing Opportunity
- Back to School Bash Planning Meeting
- Holiday Inn Express Introduction to new GM, Brijesh Patel and new Director of Sales, Carrie Prewitt

### **Other Items:**

- Attended Heartland Travel Showcase in Cleveland Ohio: Met with 22 operators/planners
- Continue to communicate with motorcoach operators and planners - March 28 first step on tour of the season
- Submitted application to KDT (KY Dept. of Tourism) for EDA (Economic Development Administration) Grant Opportunity

### **MEDIA MANAGER REPORT: Presented by Nancy Conley**

#### **Social Media:**

- **Facebook:**

#### **FEBRUARY**

Likes: **10,215** vs. PREV Mth January 10,198 Increase of +17  
Reach: **15,706** vs. PREV Mth January 16,123 Decrease of -417  
Engagements: **1,506** vs. PREV Mth January 6,531 Decrease of -5,025  
Link Clicks: **2,505** vs. PREV Mth January 1,420 Increase of +1,085

- **Instagram:**

#### **FEBRUARY**

Followers: **3,316** vs. PREV Mth January 3,289 Increase of +27  
Reach: **1,462** vs. PREV Mth January 1,682 Decrease of -220

#### **Monthly Newsletter Emails:**

#### **FEBRUARY**

Open Rate: **38.3%** (1.3% increase from previous month, 7.88% above industry avg which is 30.42%)  
Click Rate: **4.5%** (.5% decrease from previous month, 3.17% above industry avg which is 1.33%)  
Email Subscribers: **Net +82**