

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, April 13, 2022, 3:00 PM
City Annex Building
304 Chestnut Street**

Meeting called to order at 3:06 PM, Patrick Huston presiding.

COMMISSION MEMBERS PRESENT:

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

SUPPORT STAFF PRESENT:

- Donna Angel
- Liz Todd

GUESTS PRESENT:

- Mayor Bruce Fraley
- City Administrator Rose Beverly
- Linda Ross
- Charles Arnold
- Jackie Bowling

APPROVAL OF AGENDA – April 13, 2022:

Rick Thomas made a motion to approve the agenda. Laura Carpenter seconded the motion. Motion passed unanimously.

APPROVAL OF MINUTES – March 9, 2022:

Laura Carpenter moved to approve minutes for March 9, 2022. Seconded by Rick Thomas. Motion passed unanimously.

PUBLIC COMMENTS:

The commission heard public comments from Jackie Bowling regarding the Chestnut Street Pavilion amended budget. Bowling also offered suggestions for the current Farmer's Market and existing structure.

DIRECTOR'S REPORT:

April 13, 2022

Directors Report: Donna Angel

1. **Marketing:** Will consist of: In "Long Weekends" magazine we have 14-page ad in the Spring issue, which is released this month. We also have 1/3-page ad in Kentucky Living this month and ¼ page in the Lane Report. Kentucky Livings April issue focuses on Travel / Festivals and the Lane Report's April issue is highlighting Tourism and Convention Facilities.
*April 4th our connected TV, YOUTUBE, digital Display and Facebook/Instagram advertising resumed. It runs through the end of the month and then will resume for 5/16 – 6/12. These campaigns are targeting Lexington arts and crafts. We will have the billboard launching asap once layout has been approved. RPM will be present with us at our next Tourism meeting. Also, will present to us in June our budget schedule outline for 2022-2023.
2. **Interviews:** Interviewed 3) potential candidates for Media Manager:
3. **Pavilion** rental reservations: Rental Rates, Reservation forms, Rules & Regulations have been completed and will be posted April 25th, 2022, on the Berea Tourism Website:
4. **PAVILION:** Ready for sign fabrication. Logo
5. **Summer Music Concerts:** Links Available
6. **Berea Tourism:** Sunhouse Crafts Cynthia Main Saturday April 23rd 12:30 Grand Opening
7. **Berea Craft Festival:** Almost full: Ad will start in June. Debit/Credit Cards
8. **Landscaping** Service started. Wk. of April 7-2022

OPERATIONS MANAGER REPORT: Presented by Donna Angel

Visitor Count Numbers:

March 2022: 1139 (plus 22 grab and go bags) this is an increase of 82 visitors + 22 grab and go bags compared to March 2019 (pre-covid): 1057.

KY Visitor Guide Leads:

January thru March 31, 2022: 513 leads received

Top 10 states are the same as last month just in a different order:

Kentucky	71
Ohio	38
Michigan	33
Wisconsin	31
Indiana	28
Illinois	27
Pennsylvania	24
Florida	22
Texas	21
New York	20

Meetings/Presentations Attended/Hosted:

- Berea Fam (Familiarization) tour for Holiday Inn Express's new GM, Brijesh Patel and new Director of Sales, Carrie Prewitt
- Attended "Everyone Welcome" inclusive hospitality training offered by KDT
- Berea Tourism hosted the monthly Bluegrass Region Tourism meeting
- Attended a series of Positive Impact classes taught by Cyndi Hall, Business and Leadership Coach and Speaker
- Attended the KLC Grant Webinar
- Attended Special Needs Prom Planning Meetings
- Attended Back to School Bash Planning Meetings

Other Items:

- Toured Holiday Inn Express Berea
- Toured Berea College Student Craft
- Delivered/Shipped Berea Craft Festival Posters and Rack Cards to local and regional entities
- Began planning 22nd Annual L&N Day in Berea, June 4 from 9AM - 5PM at the Berea Welcome Center. Sent save the date cards to everyone on that specific mailing list, securing exhibitors, etc.

MOTORCOACH REPORT: Presented by Donna Angel

- March 10, Sunshine Friends Preschool toured the The Berea Welcome Center Train Station. Liz, Stan and Nancy participated in providing the tour. 25 pre-kindergarteners toured in the morning and 14 pre-kindergarteners, and 14 elementary students toured in the afternoon.
- Children of the American Revolution 87th Annual Kentucky State Conference was held at Historic Boone Tavern March 18-19. Provided Berea information and entertainment options.
- South Atlantic Region of National Garden Clubs, 60th Annual Convention was held at Historic Boone Tavern and Restaurant March 20-22. Provided Berea Information Welcome Bags and a door prize for the group.
- March 28, I provided a step on historical Berea Tour to 51 passengers on AFC Tours. This group shopped and ate in various districts and overnighted for 2 nights at Historic Boone Tavern.

PROGRAM MANAGER REPORT: Liz Harmon Todd

Meetings/Presentations Attended:

- Berea Tourism provided detailed "tour of Berea" for Holiday Inn Express GM, Brijesh Patel and Director of Sales, Carrie Prewitt to familiarize new team, led by Nancy Conley
- Attended "Everyone Welcome" Inclusivity in Hospitality training offered by KDT, Griffin Gate Marriot in Lexington
- Berea Tourism hosted monthly Bluegrass Region Tourism meeting at Boone Tavern, Berea College Student Craft Tour, Boone Tavern Tour
- Positive Impact Training classes with Cyndi Hall, Business and Leadership Coach
- BTC Meeting
- Attended Back to School Bash Meeting
- Attended KLC Grant Webinar
- Attended Special Needs Prom Meeting
- Attended Special Needs Prom Volunteers Meeting
- Training/Orientation Session for Berea Human Rights Commission, with Juan Pena, Human Rights Specialist with the Kentucky Commission on Human Rights

Planning for Festival of LearnShops 10th Anniversary Celebration 2022 July 15-24:

- Continued to review and document incoming Instructor Proposals
- Answering and fielding questions from artists and interested participants, troubleshooting
- Working on complete Instructor Roster, Master List
- Planning Kick-off Event for Friday, July 15 (music, food vendors, speakers, logistics)
- Worked with Scharme Price to edit the press sheet that will be mailed to news sources, acquiring quotes

- Working on rack card for promotional efforts
- Continue to meet/speak with new artists and book locations for classes

Other:

- Creating Content for FaceBook and some Instagram
- Researching what this looks like for other successful tourism social media platforms with common goals
- Temporarily creating calendar and cohesive, aesthetically pleasing theme for FaceBook (Berea Tourism platform that receives the most traffic)
- Tracking what generates most interest and engagement i.e. likes, shares, and comments.

MEDIA MANAGER REPORT: Presented by Liz Todd

Social Media:

- **Facebook:**

MARCH

Likes: **10,265** vs. PREV Mth February 10,215 Increase of +50
 Reach: **19,103** vs. PREV Mth February 15,706 Increase of +3,397
 Engagements: **4,358** vs. PREV Mth February 1,506 Increase of +2,852
 Link Clicks: **2,567** vs. PREV Mth February 2,505 Increase of +62

- **Instagram:**

MARCH

Followers: **3,341** vs. PREV Mth February 3,316 Increase of +25
 Reach: **2338** vs. PREV Mth February 1,462 Increase of +876

Monthly Newsletter Emails:

MARCH

Open Rate: **39.9%** (1.6% increase from previous month, 6.89% above industry avg which is 33.01%)
 Click Rate: **5.3%** (.8% increase from previous month, 4.16% above industry avg which is 1.14%)
 Email Subscribers: **Net +517**

BILLBOARD LAYOUT APPROVAL: DONNA ANGEL

Kristy Napier made the motion to select the image on page three for the billboard. To use the jade color with the bold yellow on the bottom, to change "KY Tourism" and "Craft Your Own Adventure" to both be bigger. And to add exit 76 to go along with exit 77. Laura Carpenter seconded the motion. Motion passed unanimously.

PAVILION SIGN DESIGN APPROVAL: DONNA ANGEL

Laura Carpenter made the motion to go with design (A), to use the forest green/dark green, the all-white font, drop the letter "A" and "V" down to be uniform with the rest of the letters in the design, and change the logo to Berea KY Tourism logo in block, not script. Kristy Napier seconded the motion. Motion passed unanimously.

COMMISSIONER COMMENTS:

Thank you to Linda Ross and Charles Arnold for their time served as City of Berea Tourism Commissioners.

ADJOURNMENT:

Laura Carpenter moved to adjourn. Rick Thomas seconded the motion to adjourn. Motion passed unanimously. Meeting adjourned at 4:37 PM.