

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, June 8, 2022, 3:00 PM**

**City Annex Building
304 Chestnut Street**

Called to order at 3:00 PM; Patrick Huston presiding.

COMMISSION MEMBERS PRESENT:

- Kristy Napier
- Becky Brown
- Laura Carpenter
- Bill West
- Patrick Huston

SUPPORT STAFF PRESENT:

- Donna Angel
- Nancy Conley
- Liz Todd
- Dani Gift
- Ethan Cima

GUESTS PRESENT:

- City Administrator Rose Beverly
- Jacque Bowling
- Robert Elam

APPROVAL OF Agenda:

Kristy Napier moved to approve the agenda. Second by Laura Carpenter. Motion passed unanimously.

APPROVAL OF MINUTES – May 11, 2022:

Laura Carpenter moved to approve minutes. Second by Becky Brown. Motion passed unanimously.

PUBLIC COMMENTS:

None.

INTRODUCTION OF NEW TOURISM STAFF: Donna Angel

Donna Angel introduced Dani Gift, media manager, and Ethan Cima, motorcoach specialist. The commissioners introduced themselves.

DIRECTOR'S REPORT: Donna Angel

BUSINESS TOPICS:

- 1) We still currently down 2-3 part time staff members for the welcome center but are in the process this week of interviewing and hiring.
- 2) We have received the final restructuring drawing of the Welcome Gallery from Mr. Wherle on the changes requested for bathrooms and window changes. Mr Worley is trying to set up an appointment to present the full-size rendering on June 16th Between 1pm and 6pm if anyone is available. Email Donna tomorrow at the latest.
- 3) We will be focusing on outdoor videos as well as videos of craftsmen and live demonstrations we are getting more requests for.

- 4) The Lane Report advertisement shows pottery, woodworking, dining, and kayaking.
- 5) Trip Savy magazine picked up Explore Berea, highlighting outdoor adventure and dining.
- 6) Father's Day Flyer created to encourage getting outside for Father's Day. There are also special gifts with special pricing throughout the shops.
- 7) The farmer's market just celebrated 50 years as the Berea Farmer's Market. Largest turnout ever for the celebration
- 8) The new pavilion sign will have a couple minor changes added to it, including raising it with a concrete pad to give it more height between the pillars. The pipes in front to house the track lighting will also be cut down. The lighting will not be affected. Logo colors will also be changed by next week.
- 9) We intend to start placing part time employees back at the artisan center soon to help direct traffic back to town.
- 10) Business Opening- The Taleless Dog and Get Outside Kentucky, both in the old weaving building behind The Log House Craft Gallery. The middle of the building will open as a general merchandise store called In Cahoots.
- 11) Thank you to the merchants in town that participated in L&N Day on June 4th
- 12) We had approximately 700 visitors for L&N Day
- 13) The Berea Craft Festival is quickly approaching. Staff will be on hand to learn more about the festival as we will be coordinating it next year.
- 14) All tourism staff will be completing CPR training, starting next week.
- 15) Right Place Media will be meeting with us next week to review the marketing plan for advertising next year
- 16) The sign on the back of the Tolle Building is outdated. It is in good shape, just outdated.
- 17) The new lighting for the Pavilion is in. It is all LED, so costs should come down.
- 18) We will be working on expanding our marketing to include outdoor recreation.
- 19) Kentucky has been pushing out horse mania. We are looking at rolling out small wooden horses that merchants could decorate in the theme of their shop to create attention during our dead time of September and October.
- 20) Trolly Possibilities
- 21) Date Change for the July Meeting

Miniature Horse Commentary

Becky Brown – I love that Idea. I'm very excited about it.

Becky Brown- People already love the hands and things that tourist can find, and local people too and take pictures with it. We could create a little map with a hunt to find all the horses. I think it's awesome.

Kristy Napier- How many horses are we thinking and what shops would get chosen to decorate.

Donna Angel – I put the bid in for 24 horses and to be fair, I'd like to see all four corners of Berea have an opportunity. We're so spread out we sometimes forget our exit 77 folks and Boone Square Mini Mall. We could create a guideline on how we would select them. We're open to ideas. If we find we need more than 24 we will do that.

Bill West – I think it's a good idea. I like Becky's idea about the map. Send them looking for them. The longer we keep them here, the better we are.

Patrick Huston – I like the idea as well. Lexington had the big horses and at the end the auctioned them off. But you still see them everywhere. Horses are a very big part of Kentucky.

Donna Angel – I loved those

Bill West- The horse count is still rising in Lexington. They are still adding horses as people put in new businesses.

Laura Carpenter – I love it. You know I'm excited about it. Could the Air BNB hosts have it as well?

Donna Angel – We could put out a survey to see how many people would be interested.

Laura Carpenter – I was thinking that would be eye catching especially the ones that are right on the main strip

Donna Angel – That would help a lot, too. I would hope that Berea College would want to pick up one as well as the Kentucky Artisan Center but if we can get more all around town to show art, you know, the first impression is always there.

Trolley Commentary

Bill West – How much are the Trolleys?

Donna Angel- \$85,000

Bill West- Is that for both or just one?

Donna Angel-One.

Bill West – Where are they located

Donna Angel – California

Bill West – Getting them here would be four or five thousand dollars.

Donna Angel - We know that it would probably be train or truck. I don't know how they would ship them out here to us but that would be an additional cost. Today I just really want you to think about this and share your thoughts.

Laura Carpenter- The sign at the artisan center says there are free trolleys. Is this something that would be free?

Donna Angel – We used to have a trolley and it died. Most cities do it for free. It's a complimentary enhancement to cities. I think it's a great way to showcase Berea. We could do additional tours because we have a trolley to take them around.

Laura Carpenter – I am definitely for the trolley. I think that would just be such a good thing as you come into Berea, seeing the trolley. And I like the idea of selling the horses to the local people first.

Becky Brown – I think the trolley is a great idea and I think it's very important for us to get one at some point. It would add a lot of charm and convenience. I know in my store a lot of times I send people up to chestnut street or up to college square and this way I could tell them they could just hop on the trolley. It would increase sales and I think it would be an awesome idea.

Patrick Huston – You probably hear about the trolley more from me than anyone because I'm always asking for it. I know we have a lot of demand for a trolley. We get a lot of requests for it. A lot of groups from Boone tavern utilized the old trolley.

Donna Angel - You're right. We get calls every week from groups that want a trolley to take them around town

Patrick Huston – One thing to note is that Berea is very spread out compared to a lot of other towns and the logistics of navigating back and forth.. I think it would be beneficial.

Bill West – I think it's important to figure out ways to connect and it would be a good marketing tool.

Kristy Napier – I agree. During spoonbread festival, a trolley is always needed. I agree with the trolley for sure.

Bill West – Do you have an idea of the cost to operate the trolley?

Donna Angel – We do not have the cost of operating the old trolley. It was a year contract with Kentucky River Foothills. Today we would probably take on an employee to drive the trolley.

Bill West – What are you thinking for hours? 10-8

Donna Angel – No, probably 10-4. The Ky Artisan center was always a great pickup spot. We had a person on the bus at that time talking about the city as they went through.

Laura Carpenter– The overhead of the employee, oil changes, and all those things and it's a very used and worn-out vehicle.

Donna Angel – Who knows we might be able to fundraise and get a much newer model.

Meeting Date Change Commentary

Donna Angel– Patrick will be on vacation July 13, our regular scheduled meeting for July and we can either choose to move the meeting to July 6 or down to the 20th. July 6 for tourism is a horrible week so we would prefer to not have a meeting because that is the Berea Craft Festival week. We can do the 20th if everyone can make that. If that doesn't work, we can cancel the July meeting and go into August for the next meeting. I will let you guys make that decision.

Patrick Huston – I'm good on the 20th

Becky Brown – I'll be on vacation on the 20th, but I could meet on the 6th

Laura Carpenter – I'm available the 20th

Bill West - I think I'm available on the 20th

Kristy Napier – I'm available the 20th

Liz Todd – We will have LearnShops during that time.

Patrick Huston – How does everyone feel about postponing until August

Laura Carpenter– I'm fine with postponing until August

Patrick Huston– Let's table until August.

Donna Angel– Can we have a vote on that place

Patrick Huston– Motion to postpone until the 2nd week of august

Laura Carpenter – Seconded motion

Motion Passed unanimously

PROGRAM MANAGER REPORT: Liz Todd

Attended

- Back to School Bash Meeting 05/05
- Attended Autism Training Provided by University of Louisville Autism Center 05/07
- Attended Special Needs Prom 05/13

Festival of LearnShops

- Entered all data in website for ticket sales, class information, content, photos, descriptions, times/dates
- Worked with instructors to finalize class descriptions, content
- Collaborated with Rebecca Wheat to design the flyers/rack cards
- Answered all instructor questions
- Interview with Andy McDonald regarding the Festival of LearnShops 10th Anniversary
- Worked with RPM to troubleshoot, select photos, provide feedback, and enter all data to finalize the website for customers
- Festival of LearnShops tickets live on 05/31
- Offering 91 sessions over 10 days
- 40 unique class offerings for individuals under 18 years old
- Classes for every skill level
- First 3 Days of Gross Revenue, Ticket Sales Totaling: \$7,266.00
- "Festival of LearnShops Early Registration" Email Campaign Results via Constant Contact:
Open Rate-52.2%, Industry Avg. Open Rate-32.12%,
Click Rate-21.7%, Industry Avg. Click Rate-.81%
Desktop Opens-76.9%, Mobile Opens-23.1%

- "Festival of LearnShops 2022" Email Campaign Results via Constant Contact: Open Rate-53.8%, Industry Avg. Open Rate-32.12%, Click Rate-19.5%, Industry Avg. Click Rate-.81% Desktop Opens-78.6%, Mobile Opens-21.4%

MEDIA REPORT: Dani Gift

Visitor Count Numbers:

May 2022: 1,339 + 18 Grab and Go Bags
 April 2022: 1,382 + 28 Grab and Go Bags
 May 2021: 1,437 + 100 Grab and Go Bags

Social Media:

- **Facebook:**

Posts Made: 80

Likes: **10,457**

Previous Month: **10,388**

Increase of **97**

Reach: **76,373**

Previous Month: **338,654** (Rollout of Spring Advertisements with RPM)

Decrease of 262,281

Engagements: **1,288**

Previous Month **17,062** (Rollout of Spring Advertisements with RPM)

Decrease of **15,774**

Link Clicks: **1,828**

Previous Month: **1,339**

Increase of **489**

- **Instagram:**

Posts Made: 18

Followers: **3,447**

Previous Month: **3,414**

Increase of **66**

Impressions: **5,068**

Previous Month: **25,100**

Decrease of **20,032**

Reach: **1,920**

Previous Month: **13,579**

Decrease of **11,659**

Website Taps: **9**

Previous Month: **5**

Increase of **4**

- **Emails:**

Open Rate: **40%**

6% Above Industry Average

Click Rate: 6%

5% Above Industry Average

New Email Subscribers: **296**

Current Contact Total: **11,910**

Additional Notes:

- Monthly Newsletter and Berea Biz Weekly Continued
- Media releases were sent for L&N Day as well as the Festival of LearnShops
- May-June goal to build connections with local business owners
- Coming soon – new short video components for Facebook and Instagram
- Coming soon – Business Spotlights for the Blog
- Coming Soon – Marketing plan centered around The Berea Craft Festival

OPERATIONS MANAGER REPORT: Nancy Conley

1. KY Visitor Guide Leads:

January thru May 31, 2022: 794 leads received

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

Kentucky	121
Ohio	61
Michigan	48
Illinois	46
Wisconsin	46
Indiana	43
Pennsylvania	39
Florida	30
Texas	30
New York	27

2. **Kentucky Living April Issue:** 1,462 Reader Response Leads
3. **Interview with Lee and Hayley May 3:** 12 Days of Mothers – Boone Tavern Giveaway, One Night Stay and Dinner
4. **Berea Welcome Center Woodcarvers Group:** returned May 11, Every Wednesday 10-12
5. **Special Needs Prom:** Special Needs Training by The Kentucky Autism Training Center on May 7; Prom at River of Life Church May 13
6. **Festival of LearnShops:** Completed work with Liz on LearnShop locations and Instructor bio pages
7. **Media Manager:** Excited to participate in training and working with Dani Gift
8. **KDT Matching Funds Application/Miles Media Partnership:** Submitted May 25
9. **Roger Wyatt Donation of 1931 Hymer Motors Radio:** May 29
10. **22nd Annual L&N Day in Berea:** June 4 from 9AM - 5PM at the Berea Welcome Center; over 700 visitors; vendors/exhibitors from OH, KY, IN; exciting collaboration with multiple businesses
11. **Robert Elam:** Videos (L&N Videos Total 2,544 Reached)
12. **Jade Enterprise:** Artisan Village Grounds and Gardens Maintenance
13. **Berea Craft Festival:** rack cards and posters distributed; working on credit card payment option at the gate; upcoming interview with WKYT June 8
14. **Computer Technology Updates:** Working with Donna and IT Department

15. MOTORCOACH/CONFERENCES REPORT: Nancy Conley

1. **May 2, motorcoach group of 44:** watched private artisan demonstrations in the Artisan Village, spent time shopping and ate lunch at Boone Tavern.
2. **May 14, motorcoach group of 46:** I provided a step on historical Berea Tour, shopped Artisan Village, enjoyed a private music concert after dinner at Historic Boone Tavern and they overnighted at Historic Boone Tavern.
3. **May 16, motorcoach group of 31:** watched private artisan demonstrations in the Artisan Village, spent time shopping and ate lunch at fast food options off Exit 76.
4. **May 19, motorcoach group of 35:** overnighted and had breakfast at Historic Boone Tavern, I provided a step on historical Berea Tour, shopped Log House Craft Gallery, Artisan Village, and KY Artisan Center, enjoyed lunch at KY Artisan Center.
5. **Serve Kentucky AmeriCorps Program Staff Retreat and Commissioners Meeting:** May 22-24 at Boone Tavern, approximately 80 in attendance; provided welcome bags
6. **Three Motorcoach groups scheduled for June** – Excited to work with NEW Motorcoach Specialist, Ethan Cima. Ethan's first motorcoach meet and greet will be June 13, 2022.

COMMISSIONER COMMENTS:

None

ADJOURNMENT:

Laura Carpenter moved to adjourn. Becky Brown seconded. Motion passed unanimously. Meeting adjourned at 4:36 PM.