**BEREA TOURISM COMMISSION MINUTES**

**BUSINESS MEETING**

**WEDNESDAY, November 16, 2022, 3:00 PM**

**City Annex Building**

**304 Chestnut Street**

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

**COMMISION MEMBERS PRESENT:**

* Kristy Napier
* Becky Brown
* Laura Carpenter
* Rick Thomas
* Patrick Huston

**SUPPORT STAFF PRESENT:**

* Donna Angel
* Liz Todd
* Dani Gift

**GUESTS PRESENT:**

* Mayor Bruce Fraley

**APPROVAL OF Agenda:**

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

**APPROVAL OF MINUTES :**

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

**PUBLIC COMMENTS:**

None.

**OPERATIONS MANAGER REPORT: Nancy Conley**

1. **KY Visitor Guide Leads:**

January thru October 25, 2022: 1592 leads received

Top 10 states:

|  |  |
| --- | --- |
| Kentucky | 207 |
| Ohio | 123 |
| Illinois | 89 |
| Michigan | 82 |
| Florida | 79 |
| Indiana | 77 |
| Wisconsin | 75 |
| Pennsylvania | 74 |
| Texas | 71 |
| Missouri | 52 |

1. **KY Living September 2022 Reader Response List:** 370 Leads for Berea; Best of KY Contest results in magazine
2. **Staff growing as a great team:** Very proud of all the work our Team has been doing!
3. **Boone Way yard Sale:** Oct. 7-8, 2022 - 4 Vendors at Pavilion on Oct. 7
4. **Tree Week:** Oct. 9-16, 2022 had quite a few visitors to Welcome Center participating in Tree Week activities
5. **KY Guild of Artists and Craftspeople Market Days:** Oct. 8 – visitors really enjoyed this event
6. **Halloween at the Park:** Berea Tourism was 1 of 40 businesses that participated
7. **Pumpkin Decorating Contest with Theme of Mental Health:** Hosted by Baptist Health Behavioral Health – Berea Tourism’s pumpkin concept and design by Ciara and Charlenea
8. **Farmers Market now at Tolle Building:** 10-1 Saturdays
9. **Make it, Take it, Give it:** Final weekend Nov. 25-27
10. **Woodcarver Wednesday:** At the Public Library 10-12; New Friendship Cane on display for raffle
11. **Jammin’ on the Porch:** Thursday’s 7-9 at the Folk Center except on Nov. 17 and Thanksgiving Day it will be held at the Tolle Building
12. **Merry Mingling:** Nov. 26 from 6-8 in the Artisan Village. Many shops and galleries will have extended hours.
13. **KAEE Conference:** Will be held at Boone Tavern Nov. 29-Dec.1; shuttle to Artisan Village Nov. 29 from 4-6 for shopping. Many shops and galleries will have extended hours.

**Media Report – Dani Gift**

|  |  |  |  |
| --- | --- | --- | --- |
| **Facebook** | **August 2022** | **September 2022** | **October 2022** |
| Total Posts | 101 | 111 | 100 |
| Total Reach | 60,928 | 429,470 | 363,288 |
| Engagement | 5195 | 5,151 | 3,863 |
| Link Clicks | 525 | 1,087 | 557 |
| Followers | 11,224 | 11,532 | 11,708 |
| **Instagram** | **August 2022** | **September 2022** | **October 2022** |
| Total Posts | 94 | 105 | 98 |
| Total Impressions | 25,346 | 51,711 | 45,684 |
| Account Reached | 3,690 | 9,813 | 10,007 |
| Website Taps | 35 | 49 | 40 |
| Followers | 3,564 | 3,615 | 3,647 |
| **Constant Contact** | **August 2022** | **September 2022** | **October 2022** |
| Open Rate | 42% | 48% | 43% |
| Click Rate | 4% | 14% | 5% |
| New Subscribers | 175 | 375 | 208 |
| Total Subscriptions | 13,622 | 13,997 | 14,190 |

**Digital Media Projects (Completed)**

1. Website event calendar updates through the holidays

**Digital Media Project (Ongoing)**

1. Social Media Marketing Campaign for Make it, Take it, Give it LearnShops
2. Berea Biz & Monthly Tourism Newsletters
3. Website Updates – Adding a Map Page with the newly updated map
4. Implementing Facebook Stories

**Print Projects (Completed)**

1. Welcome to Berea Sign has been printed and installed
2. Flyers for Merry Mingling and Make it, Take it, Give it
3. New Brochure and Map is complete, currently awaiting quotes.
4. New 30 ft. Christmas Banners for the City

**Print Projects (Ongoing)**

1. 25 under $25 Flyers

**Additional Projects**

1. Shop Small Saturday promotional work

**Program Manager Report – Liz Todd**

**Meetings/Events:**

* Tree Week/ Tree Planting Ceremony
* BTC Meeting

**Make it, Take it, Give it LearnShops 2022:**

* 10/21-10/23, 10/28-10/30
* 11th annual MTG classes
* 2 new artists – Dustin Cecil (“Introduction to Broom Making: Cobwebber Broom”, broom making/ fiber art/ woodworking), Christina Jones (“Holiday Jolly Cookie Decorating”, pastry chef).
* 9 unique new class offerings
* First weekend of classes- Fork, Knife, Swoon foodie/ cooking themed classes – Forge a set of salt spoons from a horseshoe nail” most popular.
* MTG Email Rates: *Open Rates***: 26.7%,** Industry Avg: **37%** Click Rate: **9.5%,** Industry Avg.: .**86%**

**Planning/ Facilitating Make it, Take it, Give it LearnShops**

* Contacted instructors with previously approved proposals, encouraged new class offerings
* Interviewed and vetted new artists
* Tracked proposal responses- answered all questions – troubleshooting
* Booked class space for LearnShops
* Display for Classes
* Rosters/ Instructor packets
* Student Communication/ questions
* Oversee classes.

**Directors Report**

1. **Budget Change**

* Laura Carpenter motioned to approve budget change. Kristy Napier seconded. Unanimous Vote.

1. **Mayor’s Re-appointment of Patrick Huston**
2. **The Farmer’s Market** has moved back into the Tolle building for the winter months. 14 Day notice should renovations begin sooner than March.
3. **Tolle Building** new wrap is up.
4. **Article Highlights:** Group tour Magazine – Christmas Article: Great Small Town Adventures, Best Small-Town Shops, 104 Best Small Towns w/a country feel:
5. **Berea College new president**: Dr. Cheryl Nixon
6. **MCIC Visit** November 7-8-9 great visit w/10 delegates: Boone Tavern- Honeysuckle Dining and Bourbon House.
7. **Hokuto City MOU** w/ Richmond and Berea Tourism
8. **Open House** for MCVTS “Ignite” Tech School for Tuesday, November 22nd
9. **Small Business Saturday** and Shop Small Saturday. 11.26.22 from our FB engagements and conversion #’s last year, we had 1861 visitors to hit Berea on Small Business Saturday. Anticipate that and more this year.
10. **City Christmas** “It’s a Candy Cane King of Christmas in Berea”. Decorated by 11.22.22

\*\*Banner/ Flags, New Snowflakes

1. **Merry Mingling Event** will be held 11.26.22 Saturday night 6:00pm – 7:30pm
2. **Next Meeting scheduled for Wednesday December 14, 3:00pm City Annex**

**COMMISSIONER COMMENTS:**

None

**ADJOURNMENT:**

Laura Carpenter moved to adjourn. Kristy Napier second. Motion passed unanimously. Meeting adjourned at 4:26 PM.