

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, APRIL 12, 2023, 3:00 PM**

**City Annex Building
304 Chestnut Street**

Called to order at 3:09 PM; Patrick Huston presiding.

COMMISSION MEMBERS PRESENT:

Kristy Napier
Becky Brown
Laura Carpenter
Rick Thomas
Patrick Huston
Bill West

SUPPORT STAFF PRESENT:

Donna Angel
Liz Todd
Nancy Conley

GUESTS PRESENT:

Amanda Olmstead, Right Place Media

APPROVAL OF Agenda:

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

APPROVAL OF MINUTES:

Kristy Napier made a motion to approve minutes, Second by Becky Brown. Motion passed unanimously.

PUBLIC COMMENTS:

None.

RIGHT PLACE MEDIA UPDATE – Amanda Olmstead

Paid Media Campaign Update

OPERATIONS MANAGER REPORT: Nancy Conley

1. Visitor Information
2. Berea Welcome Center Visitor Count
March 2023: 1,143 (plus 38 grab and go bags)
We had the greatest number of visitors (96) for this year on March 1 1.

Welcome Center Visitor Count							
	2017	2018	2019	2020	2021	2022	2023
January	500	390	355	450	273	170	
Februa	721	143	545	529	302	483	636
March	1203	896	1057	340	877		1143
Total Visitors		1429	1957		1452	1792	2272

Intercept interview visitor data collection shows top 5 places visitors are from:

Kentucky, Ohio, Michigan Indiana, Tennessee, Wisconsin *14 from Canada, 1 from Germany

Top Cities people utilizing the Berea Welcome Center are from:

Berea, KY
Cincinnati, OH
Lexington, KY
Louisville, KY
Richmond, KY

2. Berea Welcome Center Hours: Open now 7 days a week from 9AM-5PM.
 3. School Groups Tour Train Station:
Kingdom Kids March 9: 50 kids and 8 adults.
Sunshine Friends PreK and Elementary Students to visit April 13, 2023.
 4. Skill Development - Continuation:
Computer and office skills including work in creating and utilizing excel databases and using mail merge to create mailing labels.
Robert trained to record BTC meetings.
 5. Reception Staff Team Projects:
Collaboration with full-time team members on projects such as distribution of marketing material* photography and video projects, special tasks for buses and LearnShops events.
Inventory, track and evaluate what information brochures we carry - changes to come.
- Special display in the Berea Welcome Center March/April on "Adventures in Berea" which includes hiking, biking, walking trails, historic places, public art and more.
 - April display showing all the great offerings at the upcoming Enchanted Spring LearnShops April 29 & 30.
6. Beautification and Maintenance Projects:

Hotel Entranceway: sanding and staining wood.
Lining walkway and ditch side behind Honeysuckle to Market 69 with repurposed rock from the Tolle Building Landscape to beautify and help with erosion.
Flower Box Planters: Public works relocated a few planters to areas where they can be better utilized; now we are repairing, sealing, and leveling existing boxes.
Removal of mud dauber nests in the Welcome Center attic space.
Roof Repairs completed: Numerous businesses received wind damage including the Berea Welcome Center main roof and the Cabin of Old Town. The Berea Welcome Center Back platform leaks have been fixed.
 7. L&N Day: June 17 9AM-4PM In planning stage: currently accepting vendor applications. Collaborating with Berea Volunteer Fire and Rescue for a car show to take place from 9AM-3PM.
 8. Berea Craft Festival July 7-9: Collaborating with team on planning/coordination as well as sanitation needs (dumpster, porta pots, handwash stations etc.)

Motorcoach Specialist Report — Ethan Cima

In March, we hosted two bus groups in Artisan Village. The first group, Green County Schools, brought their art club from two hours away to visit Berea. They enjoyed a demonstration by Becky Brown and a Public Art Tour that led them around the Artisan Village, where they completed different tasks at each stop. The second group, Comfort Elite Tours from Miami, FL, stayed for an hour and a half to shop in the Artisan Village. We received positive feedback from both groups, who said they enjoyed their time in Berea.

Now, let's take a look at the exciting bus groups we have scheduled for April:

On April 12th we will welcome the Citizens Progressive Bank Group (US Tours) at 3:30 PM, This group will depart at 5:00 PM, and we expect approximately 40 people to be in attendance.

On April 16th, we are hosting Collette Tours. They will be coming for demonstrations and will have time to shop afterwards.

On April 18th, RJ Tours will be arriving at approximately 9:45 AM following their step-on tour, they will be shopping at the Artisan Village until 12:00 PM.

On April 20th, we will welcome GTB Travel at approximately 10:00 AM. This group will be shopping at the Artisan Village for about an hour and a half before departing between 11 AM and 12:15 AM*

On April 21st, Irish Rose Travel will be in Artisan Village at 10:00 AM. They are coming from Michigan and are looking forward to artists demonstrations and shopping. There will be 33-34 people onboard, and Tim, Michelle, and Becky Hurt will demo.

On April 30th, we will welcome another Collette Tours group. They will be coming for demonstrations and will have time to shop afterwards.

As you can see, we have a busy month ahead of us, and we are excited to show off all that Berea has to offer.

In addition, I am pleased to inform you that Nancy Conley, our Operations Manager, and I will be attending the Southeast Tourism Society Conference in Huntsville, AL later this month. We will have approximately 20 appointments with group travel companies that are solely focused on the southern part of the United States. This is a great opportunity for us to network and explore the possibility of setting up contracted visits that are regularly scheduled for multiple groups throughout the year. We will keep you updated on any progress we make.

Lastly, I want to mention that we have expanded working with school groups and have recently added two more school groups to our booked buses. We are thrilled to be able to provide these educational opportunities to students.

Thank you for your continued support, and I look forward to updating you on our progress in the future.

April 2023 Media Report — Dani Gift

Facebook	January 2023	February 2023	March 2023
Total Reach	145,938	n/a	40,576
Engagement	3667	4426	7,394
Link Clicks	560	n/a	1,178
Followers	11,898	11,975	12,070
Instagram	January 2023	February 2023	March 2023
Total Impressions	66,117	50,737	32,397
Account Reached	17,242	15,589	3,304
Website Taps	35	20	23
Followers	3694	3718	3,733
Constant Contact	January 2023	February 2023	March 2023
Open Rate	56%	41%	39%
Click Rate	6%	3%	4%
New Subscribers	115	85	149
Total Subscriptions	14,715	14,841	14,969

Digital Media Projects (Completed)

- 1) Updated LearnShop logo.
- 2) Press Release for Turkish Consul visit.
- 3) Updated YouTube with most current videos.
- 4) March Monthly Newsletter and Weekly Berea Biz
- 5) Mass email to business owners to submit social media requests for April.

Digital Media Projects (Ongoing)

- 1) Special Needs Gala Video Series
- 2) Enchanted Spring LearnShop social media roll out.

- 3) Pulling together information for the Historical Places map. 4) Event updates for the website.

Print Projects (Completed)

- 1) Berea Craft Festival Rack Cards, Posters, and Banners
- 2) Large map printed for the welcome center (Thank you, codes dept.!) 3) Small, printed maps for The Berea College Visitor Center and The Log House 4) Special Needs Gala flyer
- 5) L&N Day Car Show Flyer and Registration Form
- 6) Mock-up of pavilion with an electronic sign, to submit for variance.

Additional Projects

- 1) Obtaining contracts for the Pavilion Concert Series Performers.
- 2) Continue to encourage our local businesses to share events, promotions, sales, etc. with us.
- 3) Working with Berea Craft Festival entertainers to create a performance schedule.

Facebook Engagement (Likes, Comments, & Shares) Goal- 4,000 Per Month

January 2023	3,610
February 2023	4,426
March 2023	7,394

New Videos
 Goal (2 per month)
 January — 1) Behind the Scenes at Spotlight
 2) Model Train Revamp
 February- 1) Shopping in Berea (KDT)
 2) Take a LearnShop (KDT)
 March- 1) Series of Special Needs Gala Videos (3 of 6)

Paid Advertising

*The spring course of paid advertising will begin in April and is projected to cause a significant increase in social media reach, engagement, and followers.

PROGRAM MANAGER REPORT- Liz Todd

Glassblowing Weekend April 15-16

Sold Out

“The Birds and the Bunnies” new

Enchanted Spring LearnShop planning. (April 29-30)

Nineteen Classes Six New Classes

2 New Artists

Vetting/ Interviewing – brainstorming with potential instructors.

Top trending classes: Pat Banks - A Fresh Approach to Dogwoods in Watercolor, Mary Lee -Masterclass in Millinery Fascinator Making

Launched new ticketing platform with Eventbrite, ease, access, aesthetics.

Meetings

Special Needs Gala Planning Sessions

Scott from Madison Co. Extension Office/ Prom Dresses

BCF Children's Activities Tent – gourds, two employees, W-9's, planning activities

GrantStation Webinar Overview

L & N Day

LearnShop Marketing plans

Eventbrite Meetings and Trainings

Berea Kids Eats Community Ripple Effect Mapping – Glades Church

Festival of LearnShops Planning

July 21-20, Friday-Sunday

11 New Artists - including painting, stained glass, leather, stone masonry, fiber arts, photography.

Proposal review process

Gathering contact information

Logistics

Commission Chair Patrick Huston announced his resignation from the Berea Tourism Commission.

Patrick Huston opened the floor for a nomination for a new Commission Chair for Berea Tourism. Rick Thomas nominated Bill West as new Chair for Berea Tourism Commission. Becky Brown seconds the nomination. The nomination passed unanimously.

Commissioner Comments: Expressed praise for Patrick Huston, thanked him and wished him the best in his new venture.

ADJOURNMENT: Laura Carpenter moved to adjourn. Bill West to second. Motion passed unanimously. The meeting adjourned at 4:32 PM.