

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, June 14, 2023, 3:00 PM**

**City Annex Building
304 Chestnut Street**

Called to order at 3:00 PM; Bill West presiding.

COMMISSION MEMBERS PRESENT:

- Becky Hurt
- Laura Carpenter
- Rick Thomas
- Aaron Crawford
- Bill West
- Kristy Napier

SUPPORT STAFF PRESENT:

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

GUESTS PRESENT:

APPROVAL OF Agenda:

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

APPROVAL OF MINUTES:

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

PUBLIC COMMENTS:

None.

DIRECTORS REPORT: DONNA ANGEL

- A. Tolle Renovations Bid will be opened following my report or 4:00PM today:
- B. 3) Upcoming Events: L&N Day /Car Show & Chestnut St. Pavilion Concerts:
- C. Berea Craft Festival Planning Continues:
- D. MCIC president and team returned from Japan:
- E. Governor Beshear visited for the recognition of the ARPA fund:
- F. Tourism staff visited the Rotary Club of Berea pancake breakfast:
- G. RPM will be on site to discuss 23-24 marketing plan June 21, 2:00PM:
- H. Visit w/ 2) Influence Writers from Boston:
- I. Grant County magazine ad – 4 pages:
- J. Street Art of Bikes & Flowers:
- K. Street Summer Flags up:
- L. The Trolley search is getting closer:
- M. The Electronic Sign Reader:
- N. The Farmers Market Building Renovations:
- O. KYMBA Women Clinics will be in town On June 17th along w/our L&N Day:
- P. State Tourism office will be doing training on June 21 & 22 for the new Web-site:
- Q. State Leadership professional team will be visiting w/us June 21st:

OPERATIONS MANAGER REPORT – NANCY CONLEY

1. Visitor Information

Berea Welcome Center Visitor Count (see chart below)

May 2023: 1628 (plus 35 grab and go bags)

Last May was stronger than the previous 2 Mays

Beautification, Maintenance and Team Projects:

- a. New LED light installation is complete throughout the Welcome Center.
- b. Flowers are thriving and doing well. I encourage all business owners to maintain and water their flower box planters to help keep them thriving.

June 17:

L&N Day: 9AM-4PM

- c. A model train show will be set up inside the depot.
- d. Vendors selling train memorabilia and railroad related items set up on the back platform.
- e. Yeti Freeze and Chuckwagon food trucks on the street by the cabin lawn.
- f. Activities for kids and more under the big tent on the cabin lawn.
- g. Collaborating with Berea Volunteer Fire and Rescue for a car show to take place from 9AM-3PM on N. Broadway/City Parking lot next to Old Town Fabric. They will have an on-site D.J. with the car show hosting fun music during the event.
- h. Visited and talked with merchants and encouraged them to bring a table outside with sellable items to add on extra sales for the day.
- i. Parking for merchants at the Stream Go Media Parking lot. We will provide golf cart shuttle service for anyone that requests it. Visitor parking at the City Park Expansion/Skate Park parking lot and former Whitaker Bank Lot on Chestnut Street.
- j. Handicap accessible parking spots on N. Broadway in front of the Old Town Shops Building.

Chestnut Street Pavilion Concert Series

- 60's/70's rock show: Bent Penny Band from 7PM-8:30PM.
- Concessions offered by Berea Volunteer Fire and Rescue.

2023 KYMBA Bluegrass MTB Clinics at Silver Creek Bike Park

- June 17th Women's Clinic and June 18th Co-ed and Kids Clinics.
- Each are a full day of group instruction, rides, and maintenance workshops.
- More info and registration at kymbabluegrass.org.

2023 bell hooks center Symposium

- June 16th-18th: workshops, performances, art exhibitions, speakers and more.
- More information and registration at Berea.edu.

Berea Craft Festival July 7-9:

- k. Actively working with team on planning/coordination and communications with artists and vendors.
- l. Working with Berea IT Department and Fiserv to set up credit card ticket admission sales at the gate. Conducted site tests to ensure wi-fi hotspots are more than adequate to run credit card machines for admission.
- m.

MOTORCOACH REPORT – Ethan Cima

Events and Visitors:

1. **May 15th:** We had the pleasure of welcoming the 4-H Club from Clark County. The group participated in a pen and ink class led by Olivia Immitt, a talented artist who thoroughly enjoyed working with children. Following the class, the group enjoyed lunch at Boone Tavern and embarked on a scavenger hunt in Old Town Artisan Village.
2. **May 18th:** We welcomed two groups on this day. The VEGA company trip came to Berea for their annual conference and spent their afternoon engaged in blacksmithing and jewelry making with Jeff Farmer and Becky Brown. Simultaneously, Calvary Baptist Church from London, KY, with approximately 20 guests, visited Old Town Artisan Village for shopping.
3. **May 20th:** Country Travel Discoveries visited Berea for shopping and a step-on guided tour of the city. The group also enjoyed a meal with entertainment provided.
4. **May 22nd:** Gate1, a newer company we are slowly building a partnership with, made a stop in Old Town Artisan Village for shopping and artist demonstrations.
5. **May 28th:** We welcomed the National Art Honor Society group from Campbellsville High School in Campbellsville, KY. The students shopped in Old Town Artisan Village, met with the artists, and gained insights into establishing their own businesses. They also enjoyed a small scavenger hunt featuring public art displays in Old Town before visiting the Kentucky Artisan Center. In total, we received approximately 200 visitors from tour buses alone during this month.

6. **June 11th:** We had the pleasure of hosting Collette Tours, with 35 passengers who were captivated by artist demonstrations and enjoyed lunch at Boone Tavern. Several passengers expressed that Berea was their favorite stop on their trip to Gatlinburg.

Future Plans:

a. Major Trips: We are currently in the planning stages of a four-day trip exclusively to Berea in collaboration with a well-known tour company from Nashville, TN. The trip is scheduled for September 2023 and will involve staying at Boone Tavern for the duration. If the initial tour goes well, we anticipate this becoming an annual four-day excursion to Berea.

b. 2024 Itineraries: I am actively working with two companies to finalize their 2024 itineraries for Berea, ensuring a continued flow of visitors to our city.

I am dedicated to fostering partnerships, organizing engaging events, and showcasing Berea's unique attractions. Our efforts have been met with positive feedback from visitors, tour groups, and organizations. I will continue to provide updates on progress and developments as we work towards positioning Berea as a must-visit destination.

PROGRAM MANAGER REPORT – LIZ TODD

Meetings/Events/Other:

- Craft Festival Meetings
- Hospitality Awards Lexington
- Artist meetings (stained glass, music, storytelling, more)
- L&N Day Meeting

Mixology Class May 6, 2023

- Article featured in Richmond Register
- Post Event Survey Responses positive *

FOL 2023

- “Meet at the foothills of the Appalachians for Ten Days of Art and Community” July 21-30, 2023
- Buy in from local hotels, B&B's ie. Nicura Ranch, HomeGrown HideAways, Boone Tavern, Holiday Inn Express
- Reviewing, editing, polishing class listings
- Photos, bios, all class updates to Media manager promo
- Troubleshooting
- Logistics
- Marketing - Donna, Dani, and Amanda Olmstead RPM
- Entering ticket information
- Collecting photos of for proposals, bios
- Five new instructors
- Fourteen new classes
- Eighty-six class unique class offerings
- Ninety-three sessions
- Thirteen class locations
- Collaborated with Dani on FOL blog, interviews.
- Focus on heritage and the inspiration for new art as we support the traditional and usher in the new

JUNE 2023 MEDIA REPORT – DANI GIFT

Digital Media Projects (Completed)

- 1) Worked with RPM to create a digital marketing plan for L&N Day and Festival of LearnShops
- 2) Compiled content for LexToday and LouToday Berea Craft Festival Articles
- 3) May Monthly Newsletter and Weekly Berea Biz
- 4) Mass email to business owners to submit social media requests for June.

- 5) Website updates to the Tourism Commission Page

Digital Media Projects (Ongoing)

- 1) "Meet the Instructor" LearnShop Posts
- 2) Planned the 4th of July Storefront Decorating Contest
- 3) Event updates for the website.

Print Projects (Completed)

- 1) Memorial print for Will Bondurant
- 2) Designed Festival of LearnShops Posters and Rack Cards
- 3) Sourced content for Travel Host Magazine

Additional Projects

- 1) Planning kid's activity tent for L&N Day
- 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

Progress toward Annual Goals:

- 1) Remaining consistent above the goal of 4,000 Facebook engagements per month.
- 2) 636 new Facebook followers added for the year, putting us at 63.6% of the 1,000 follower goal.

COMMISSIONER COMMENTS:

Compliments given to the tourism staff for their continued show of energy, enthusiasm, and professionalism.

ADJOURNMENT:

Laura Carpenter moved to adjourn. Becky brown second. Motion passed unanimously. Meeting adjourned at 4:40 PM.