

**BEREA TOURISM COMMISSION MINUTES  
BUSINESS MEETING  
WEDNESDAY, August 9, 2023, 3:00 PM**

**City Annex Building  
304 Chestnut Street**

Called to order at 3:03 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
- Robert Elam
- Ethan Cima

**GUESTS PRESENT:**

- Ciara Moberly
- Sune Frederickson
- Daniel Brindley
- Mayor Bruce Fraley
- Rose Beverly

**APPROVAL OF Agenda:**

Kristi Napier moved to approve the agenda. Second by Rick Thomas. Motion passed unanimously.

Bill West asked that the agenda be amended to include a discussion on golf cart usage. Rick Thomas moved to approve the amendment. Second by Kristy Napier. Passed Unanimously.

**APPROVAL OF MINUTES:**

Kristi Napier moved to approve June minutes. Second by Rick Thomas. Motion passed unanimously.

Rick Thomas moved to approve July Special Called Meeting Minutes. Second by Aaron Crawford. Passed Unanimously.

**PUBLIC COMMENTS:**

None.

**BEREA CELTIC FEST PRESENTATION: SUNE FREDERICKSON**

Sune Frederickson appeared on behalf of the Berea Celtic Festival to request reimbursable marketing funds as made available by Berea Tourism for events that bring visitors into the community. Sune originally asked for \$1,800, covering 50% of the total marketing costs for the event. Rick Thomas motioned to approve a reimbursement of \$1,200. Second by Laura Carpenter. Passed unanimously for \$1,200.

**DIRECTORS REPORT: DONNA ANGEL**

- A. Berea Craft Festival: Updates Record breaking numbers 8,295 for tourist and visitors attended w/ 35 different state vehicles, and 15 different state artists:
- B. Advertising & Marketing: Recently written about as being:  
Berea was listed in the top 8 cities of KY for "Most charming Towns to Visit"  
Berea -Travel Host Magazine cover and the airport baggage claim: Ky Living:
- C. MCIC Fall Trip: UPDATES
- D. Hosted Jessamine County Tourism Director and city leaders on June 23:

- E. Berea Tourism was recently selected as RECIPIENT for the Madison County Historical Society Award presented August 5<sup>th</sup>::
- F. Berea TOURISM has been nominated for the KY Hall of Fame achievement Award: TBA
- G. G.T. Construction: Mr. Cheeks accepted the Tolle project-contract to follow.
- H. The Electronic Sign Reader: Thoughts
- I. Trolleys: Attached
- J. Staff Compliments:
- K. Community Complaints:

### **MOTORCOACH REPORT – Ethan Cima**

#### **Tourism Commissioner Meeting Report - August 2023**

1. **Morehead State University Group Visit to Berea Craft Festival:**
  - A group (30) from Morehead State University visited the Berea Craft Festival, enhancing our local arts and crafts tourism.
  - The event was successful, providing an opportunity for visitors to experience the rich cultural heritage of Berea.
2. **Upcoming Grassroots Motorsports Group Visit in October:**
  - Wave 1 and Wave 2 of the Grassroots Motorsports group are scheduled to visit Berea in October.
  - The group consists of 30 couples, totaling 60 people per wave, and we are expecting around 120 meals to be served during their stay.
  - The first wave of reservations is already sold out, indicating strong interest and potential economic benefits for the city.
  - The approximate cost per person for the tour is \$4,000.
3. **Collaboration with Collette to Enhance Itineraries in Berea:**
  - Productive discussions with Collette have taken place to expand their usual itineraries in Berea for their tour groups.
  - The new itinerary aims to provide a more comprehensive and engaging experience of Berea's attractions to their visitors.
4. **Partnership with Berea Community School's Special Needs Program:**
  - A partnership has been established with Berea Community School's special needs program.
  - Starting from August 21st, a student will work with the Tourism Office in the Welcome Center for one hour each week.
  - The collaboration aims to foster essential skills such as people skills, professional skills, and social skills for the student.

### **OPERATIONS MANAGER REPORT: Nancy Conley**

#### **Visitor Information:**

**Berea Welcome Center Visitor Count** (see chart attached)  
 June 2023: 2790 (plus 16 grab and go bags); 153 phone calls  
 July 2023: 2320 (plus 27 grab and go bags); 218 phone calls

#### **L&N Day – June 17:** 9AM-4PM

- a. 23<sup>rd</sup> Annual
- b. Welcomed 1,125 visitors inside the Historic Depot that day
- c. Largest Berea L&N event yet
- d. Collaborating with Berea Volunteer Fire and Rescue to add the Car Show was a success
- e. received a lot of positive feedback

#### **Leadership KY: – June 21**

- Class orientation at Boone Tavern
- Berea Scavenger Hunt

**KET in Your Neighborhood – June 24:** 10AM-2PM

- Held at the Madison County Public Library Berea Branch
- Opportunity to share with the community what tourism is and why it is important
- Offered coloring activity and provided handouts

**Berea Craft Festival July 7-9:**

- f. Team lead for ticket admissions/gate
- g. Responsible for admission end of day and end of event reporting
- h. Actively worked with team on set up, event operations and event clean up

**PROGRAM MANAGER REPORT: Liz Todd**

**Meetings/Events/Other:**

- Craft Festival 2023 Children’s Activity Tent Etc.
- Artist meetings/interviews/prep
- Collaboration with Ethan about trip in Fall, large sports/luxury car group, artist itinerary collaboration – phone/in office
- Met with owner and visited Space 2 Be, Marti Thompson – potential class space, children’s LearnShops
- Meeting with Wendy King, KEDC - Kentucky Educational Development Corporation Grant Coordinator, facilitating art opportunities for teachers across KY (not PD credit), one class completed (45 attendees) Donna Lamb, Cantar class.
- Festival of LearnShops meeting
- Pop-Up Chestnut Street Pavilion Concert featuring Amanda Rader and Chris Shouse, July 22
- 11<sup>th</sup> Annual Festival of LearnShops, July 21-20

**11<sup>th</sup> Annual Festival of LearnShops Recap**

- Ninety-four unique class offerings
- Fourteen Locations around Berea
- Geographical Demographics
- 2022 v 2023
- Trends
- Analytics
- Feedback
- Goals

**Holiday LearnShops “Make It, Take It, Give It” 12 Classes**

- December 1-3, December 8-10
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**Media Manager 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) “Meet the Instructor” LearnShop Posts
- 3) June & July Monthly Newsletters and Berea Biz
- 4) Mass email to business owners to submit social media requests for August.

**Digital Media Projects (Ongoing)**

- 1) “Meet the Instructor” LearnShop Posts
- 2) Event updates for the website.
- 3) Updating the State Tourism Website Via updated extranet platform
- 4) Website updates and Benchmarking

**Print Projects (Completed)**

- 1) Designed and Printed new Berea Craft Festival Banner
- 2) Sourced content for Travel Host Magazine
- 3) Ordered new banners and tablecloths for Special Events (Photos on Pg 3)
- 4) Madison Southern Band Sponsorship Ad.

**Print Projects (Ongoing)**

- 1) Working on Designs for new banners and flags for The Old Town Artisan Village

**Additional Projects**

- 1) Held 4<sup>th</sup> of July Decorating Contest (Berea Drug 1<sup>st</sup>, Craig Loftis State Farm 2<sup>nd</sup>)
- 2) Designed and Constructed Vendor welcome packets for the Berea Craft Festival

**GOLF CART USAGE**

Bill West presented the possibility of golf carts being permitted road access in low-speed limit areas. This was strictly informational, and no decisions were made.

**COMMISSIONER COMMENTS:**

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

**ADJOURNMENT:**

Rick Thomas moved to adjourn. Kristy Napier second. Motion passed unanimously. Meeting adjourned at 5:12 PM.