

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, October 11, 2023, 3:00 PM**

**City Annex Building
304 Chestnut Street**

Called to order at 3:02 PM; Bill West presiding.

COMMISSION MEMBERS PRESENT:

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

SUPPORT STAFF PRESENT:

- Donna Angel
- Dani Gift
- Nancy Conley
- Ethan Cima
- Robert Elam

GUESTS PRESENT:

- Mayor Bruce Fraley
- Rose Beverly
- Brian Reed

APPROVAL OF Agenda:

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

APPROVAL OF MINUTES:

Kristy Napier moved to approve minutes. Second by Aaron Crawford. Motion passed unanimously.

TOLLE BUILDING UPDATE

Brian Reed – Outside painting is done and demolition/electrical work have begun inside.

PUBLIC COMMENTS:

None.

DIRECTORS REPORT: DONNA ANGEL

- A. Right Place Media Updates: Agency Updates
- B. Advertising and Marketing:
 - a. Berea was listed by Southern Living Magazine as the #26 of 50 best small towns in the South
 - b. Berea was visited by Mica Sams from the office of senator Rand Paul for a feature story newsletter from his office
 - c. Berea was written about by Southern Living Magazine as a “must see” for Fall Leaves changing
 - d. *Travel Host: Highlighting Berea for Christmas with photos from the Mayor’s Merry Mingling 2022
 - e. Kentucky Living Christmas Ad Released
- C. MCIC Fall Trip – Berea Delegates left Monday, 10.9.2023
- D. Tourism hosted “Tree Week” across America for the 3rd year highlighting activities in the community with what trees mean to us.
- E. Artisan Village: Street light banners and open banners for merchants
- F. KY Guild craft fair: October 13 & 14. 5:30pm – 9:00pm Friday and 10-5 Saturday.
- G. Fall and Christmas: Decoration planning stages are in the works: Themed “Christmas in the Village”
- H. Lane Report: Bost Richmond and Bowling Green as the states fastest growing cities. 36,129 Richmond population was a 3.5% increase from July 2021 through now. Richmond is the 7th largest city in the state
- I. Fall decorations for City Hall and Old Town

- Donna Angel asked for a motion to approve Banner and Sign designs for Old Town. Kristy Napier moved to approve the current designs. Seconded by Rick Thomas. Motion passed unanimously.

MOTORCOACH REPORT – ETHAN CIMA

Dear Members of the Berea Tourism Commission,

I am pleased to provide you with an overview of the remarkable achievements and events that took place during the month of September and the ongoing success we are experiencing in October.

September recap: September was an incredibly successful month for Berea Tourism. We hosted a total of six groups, welcoming approximately 400 guests to our beautiful town. A significant highlight was the event organized in collaboration with the Partners for Rural impact group. This initiative brought in around 170 people to Old Town, where they enjoyed drinks, snacks, live entertainment, and artist demonstrations. The feedback we received from our visitors was overwhelmingly positive, highlighting the exceptional hospitality extended by our team.

I would like to express my gratitude to Robert Elam for his outstanding photography and drone footage capturing the essence of the PFI event. Additionally, a heartfelt thank you goes out to our dedicated tourism staff, who provided unwavering support and assistance throughout the day.

Special recognition is due to Katie Startzman and her team at Native Bagel for their generosity in hosting one of our groups in September. This group, organized in collaboration with the State Tourism Dept., included travelers from the UK and Germany who were on a familiarization tour of Kentucky.

October Highlights: October has started on a high note, with six groups already scheduled to visit our town. Among these groups we are particularly excited to host two school groups. One of these groups consists of 100 students from Hunter Hills Elementary, who will be attending artist demonstrations in Old Town. This educational initiative promises to be both enriching and inspiring to our young visitors.

Additionally, we had the pleasure of hosting wave 1 of the Bluegrass Tour organized by Grassroots motorsports. Their choice of Berea as a hub is a testament to the appeal and hospitality of our town. Wave 2 of the tour is expected next week and we look forward to extending our warm welcome once again.

Announcement: It is with mixed emotions that I announce my resignation from the City of Berea Tourism. After a year and a half of fulfilling work, my last day with the City of Berea Tourism will be this upcoming Friday, the 13th. I want to take this opportunity to express my deepest gratitude to my colleagues, the commissioners, and the city for their support and collaboration throughout my tenure. It has been an honor and a privilege to serve this community. In conclusion, I am immensely proud of the accomplishments we have achieved together, I look forward to seeing the continued success of our beloved town in the hands of the capable individuals who make up this city.

PROGRAM MANAGER REPORT – LIZ TODD

- Honored to travel with MCIC as Berea Tourism and Arts Delegate to our sister city, Hokuto City Japan 10/9-17
- Questions prepared for City visit: supporting local artists during pandemic, challenges, and triumphs, growing local businesses and economic development, unique ways to encourage tourism, support for artist mentor programs, etc.
- Working with Donna and Kent on ideas for potential artist exchange program for both high school and middle school groups.

KEDC/ LearnShops Update

- Continued collaboration with KEDC (Kentucky Educational Development corporation), curated history/art schedule September 2023 – May 2024
- September KEDC: 9/9, 9/15 (1st day of spoonbread festival, first full day of classes in Berea. A history of Kentucky, a metalworkers perspective & Gourds in Kentucky: The fundamentals of traditional gourd art.
- October KEDC 10/14 The Mountain Music of Appalachia- song-catchers, murder ballads and that high lonesome sound. Percussion drumming. Artist follow-ups for KEDC schedule, proposals, abstracts, materials, and agreements.

Make it Take it, Give it LearnShops 2023

- Special invite for exclusive class offerings, new classes, limited class sizes, Dec 1-3 * 8-10. Poster design by Dani Gift. Vintage 70's aesthetic
- Make it, Take it, Give it classes up and live. Mary Reed's quilt block painting sold out before released to the public. Added second date for 12/10
- Becky Brown's new copper and enamel magiv ornament learnshop. One date sold out immediately

- 8 new classes, one new artist instructor
- 22 class offerings
- 2 3-day weekends, classes spread around Berea.

Meetings/ Other

- Christmas meeting
- Autumn decorating around town
- Joyride Bluegrass Region Campaign Launch Support
- Hosted Chestnut Street Pavilion Concert with Ciara Moberly
- Volunteer Berea Spoonbread Festival
- BCHA Homecoming floats logistics support
- Just Love Coffee meeting – brainstorming supporting local art.

OPERATIONS MANAGER REPORT: Nancy Conley

- Team Projects
 - Restaurant Menu Book
 - Support Media Efforts: Videography & Photography Projects
 - Continue working on inventory projects.
 - Prepare buildings and grounds for cooler weather.
- Event planning: Tree week, Halloween at the Park, Mayor's Merry Mingling, Christmas in the Village

MEDIA MANAGER REPORT – Dani Gift

- Digital Media Projects
 - Worked with RPM to review advertising options fo 23-24
 - Sept monthly newsletter and berea biz
 - Mass email to business owners to submit social media requests for October, November, December
 - Announced Christmas Theme and Mayor's Merry Mingling. Facebook events created
 - Partnering with Blackbox Media for new professional ad content
 - Reaching out to local businesses for the Shop Small Saturday video project
 - Updating the State Tourism Website Via updated extranet platform
 - Crossroads TV Show
- Print Projects
 - Make it Take it Give it logo redesign
 - Make it Take it Give it Poster Design
 - Tree Week Invitations
 - Holiday Announcements
- Assisted with the Partners for Rural Impact visit
-

COMMISSIONER COMMENTS:

ADJOURNMENT:

Kristy Napier moved to adjourn. Rick Thomas second. Motion passed unanimously. Meeting adjourned at 4:02 PM.