

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, September 13, 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
- Aaron Crawford
- Bill West
- Kristy Napier

SUPPORT STAFF PRESENT:

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

GUESTS PRESENT:

- Brian Reed
- Abbye Crowe
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APPROVAL OF Agenda:

Becky Hurt moved to approve the agenda. Second by Aaron Crawford. Motion passed unanimously.

APPROVAL OF MINUTES:

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

PUBLIC COMMENTS:

Abbye Crowe introduced herself and her role in sales & hospitality at Boone Tavern

TOLLE BUILDING REPORT: BRIAN REED

- Work is officially underway on the Mitchell Tolle Building renovation project

DIRECTORS REPORT: DONNA ANGEL

- A. Right Place Media Updates: Fall – Christmas Marketing
- B. Advertising and Marketing: Recently written about as being:
 - a. One of the top 11 prettiest little cities in Kentucky
 - b. American Management Power Company wrote of Berea and the Arts/ crafts capital of KY along with the tourism increase and growth in the city.
 - c. Berea was visited by WKYT TV 27, Fox 56, Richmond Register Article with Ethan Cima
- C. WLEX will be live at the spoonbread festival.
- D. MCIC Fall Trip Updates
- E. The Cabin of Old Town Roofing situation before winter
- F. The Salt Shack roofing situation
- G. Painting of old hotel building
- H. Artisan Village street light banners and open banners for merchants
- I. KY Guild Craft Fair October 13-14
- J. Cancel Nov. Mtg due to conference
- K. Staff Compliments: Nancy: Groundskeeping Ethan Merchant Tours Dani Social Media Post Liz Continued growth and expansion of LearnShops throughout the state. Part time tourism staff that continues to support local events as well as tourism events.
- L. Fall and Christmas decoration planning stages are in the works.

- Laura Carpenter moved to obtain bids for the roof of the cabin. Kristy Napier Second. Motion Passed Unanimously
- Aaron Crawford moved to obtain bids for painting the hotel. Laura Carpenter Second. Motion Passed Unanimously

MOTORCOACH REPORT – ETHAN CIMA

Upcoming grassroots Motorsports Group Visit in October (Sold Out)
Partnership with Berea Community School's Special Needs Program (Successful Start)

September Bus Schedule

- Branson Ticket and Travel Tour on Sept 7 (55 Passengers)
- Collette Tour on Sept 17th (44 passengers)
- University of Louisville Women's Club Tour on Sept 21 (18 passengers)
- Collette Tour on Sept 24 (44 Passengers)

International Fam Tour on Sept 26

In Collaboration with the state tourism department, we have prepared an enticing itinerary for an upcoming FAM (Familiarization) tour, comprising visitors from Germany and the UK

This initiative holds immense significance as we align with the state's efforts to attract international tourists. The state's emphasis on international travel is underscored by the increasing number of direct flights into bluegrass airport from overseas destinations, contributing to the tourism industry.

The international FAM tour on Sept 26 provides Berea with a remarkable opportunity to spotlight our unique cultural heritage, artistic talents, and culinary delights to visitors from Europe. We are dedicated to making this visit memorable and look forward to prospects in international tourism.

Partners for Rural Impact

Partners for Rural Impact will host a national conference on Sept 28 at the Central Bank Center in Lexington KY. As part of their conference, they have designated one day for leisure activities in Berea, with the Artisan Village acting as the location for their fun day. This significant event expected approximately 300 attendees, with 75-100 individuals expected to explore old town.

Arts Across the Curriculum program – Madison County Youth Development

Arts Across the Curriculum program – Hunter Hills Elementary School

2024 Tours & Growing Interest

- Looking ahead, we are delighted to report that tours for 2024 are already being booked and confirmed.

Certified Tourism Professional (CTP) Certification through National Tour Association

PROGRAM MANAGER REPORT – LIZ TODD

Meetings/ Events/ Other

- Travel South Zoom
- Artist Follow Ups
- Post Festival Follow-ups
- KCCMA

KEDC Berea KY Tourism LearnShops

- Continued collaborative efforts with Donna Angel and Wendy King of KEDC

- Grant coordination for multiple grant funded programs for KY's k-12 public school educators, facilitating art/history opportunities for teachers in Berea utilizing LearnShops.
- Schedule Sept 2023- May 2024 – rich in content, history, and translatable material for the classroom
- New opportunity to offer a greater understanding of KY's unique rich history for teachers to share in compelling ways
- 15 local artist instructors
- 1st class Sept 9th, 38 registrants
- Monthly offerings September – May
- Teachers from 55 school districts. Attendees will stay overnight in Berea during each visit. Will attend Friday and Saturday classes and receive a travel stipend to spend in town.
- On class listings they offer a Berea tour, link to website, restaurants, and event calendar
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Holiday LearnShops “Make it Take it Give it” 12 classes

- December 1-3 & 8-10
- Unique offerings – puppets, pop up cards, ornament brooms, gourd ornaments, quilt square painting, watercolor, ceramics, and more.
- Waiting Lists
- On Site Soon, subscribe to our newsletter or sign up to be the first to receive learnshop notifications.

OPERATIONS MANAGER REPORT – NANCY CONLEY

- Visitor Information: Berea Welcome Center Visitor count August 2023: 1,511 (plus 11 grab and go bags), 115 phone calls
- Grant Reporting and Justifications
- Distribution of Berea Map
- Berea Welcome Center Carvers completed friendship cane raffle – New cane on display at the welcome center
- Buildings, vehicles, and groundskeeping maintenance
- Restaurant menu book project
- FAM Visits to local businesses
- Attended Tourism new fiscal year marketing plan meeting
- Bluegrass Region Tourism Meeting
- New Gallery Exhibit opening night at KY guild

MEDIA MANAGER REPORT – DANI GIFT

Digital Media Projects

- Worked with RPM to review advertising options for 20223-2024
- August monthly newsletter and Berea Biz
- Mass Email to business owners to submit social media requests for September

Digital Media Project (ongoing)

- Working to gain access to the bluegrass regional social media and website
- Event updates for the website
- Updating the state tourism website via extranet platform
- Website reviews

Print Projects

- Berea Community School Ad

- Print Materials for KCCMA

Print Projects (ongoing)

- Working on Designs for new banners and flags for the Old Town Artisan Village

Additional Projects

- Currently working on a photography and videography plan for ARPA funds
- Working with pavilion concert bands to obtain all contracts and paperwork
- Planning social media and activities for tree week in October

COMMISSIONER COMMENTS:

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

ADJOURNMENT:

Laura Carpenter moved to adjourn. Kristi Napier second. Motion passed unanimously. Meeting adjourned at 5:15pm.