**BEREA TOURISM COMMISSION MINUTES**

**BUSINESS MEETING**

**WEDNESDAY, February 14, 2023, 3:00 PM**

**City Annex Building**

**304 Chestnut Street**

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

**COMMISION MEMBERS PRESENT:**

* Aaron Crawford
* Laura Carpenter
* Will Gover
* Bill West
* Rick Thomas

**SUPPORT STAFF PRESENT:**

* Donna Angel
* Dani Gift
* Nancy Conley
* Robert Elam
* Liz Todd
* Becky Hurt

**GUESTS PRESENT:**

* Mayor Bruce Fraley
* Rose Beverly
* Brian Reed
* Daniel Brindley

**APPROVAL OF Agenda:**

Will Gover 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.

**TOLLE BUILDING UPDATE**

Brian Reed – Exterior concrete has been completed. New patio has been poured. The covered porch has been framed and is ready for the new roof that should come in this week. New windows and glass doors have been installed. Most ceiling tiles have been installed. 90% of interior lights have been installed. Interior trim and painting have begun. Crown molding has been repaired. HVAC installation has begun, and the floor is being prepared for new floor covering. No change orders or payment requests in the last month.

**CROSSROADS PRODUCTION – DANI GIFT**

Presentation of WDRB’s Crossroads episode featuring Berea, which was filmed in October 2023. This production was part of the 2023/2024 media package with Right Place Media.

**WEBSITE UPDATE – BECKY HURT**

Presentation of Berea’s Tourisms two new pages on the website – Dining and Accommodations. These pages utilize external links as well as google maps directions for the purpose of creating a more user-friendly experience for guests on the website.

**DIRECTOR’S REPORT – DONNA ANGEL**

1. Articles about Berea

\*USA Today 10 best reader’s choice award for best small town art scene

\*Newsweek Top 20 National cities for best art towns

b) 2024 RPM Marketing Will start back up in March-Spring ads. Less marketing due to slow season

1. February Valentines’ Day City- Wide promotion of Business

2. March Enchanted Spring LearnShops

3. April – May LearnShops

4. April Cumberland See Commons Spring Convening Convention

5. KEDC Classes continue through early May

6. June L&N Train Day with Car Show and BC Craft Festival Day

7. June – September (late) Pavilion concerts will kick off

8. July Berea Craft Festival

9. August Berea Celtic Festival

10. September the Chamber Spoonbread Festival

11. October National Tree Week

12. November Shop Small Saturday

13. December Mayor’s Merry Mingling

1. Motorcoach: March 1 – 3 will be a motor coach conference which Nancy and our new otur group planner will be attending. Again, we welcome Emily Reynolds to our team as the TGP.
2. Thomas construction will begin roofing work on the cabin soon.
3. Sams engineering site visit scheduled for February 16, 1pm Old Hotel
4. Amended Budget: Finance and Audit will conduct a work session reviewing the amended budget on February 20th and the budget will go before City Council on February 20th for the first reading and March 5th for the 32nd reading and approval.
5. Trolley: Contract received, and city administrator and I will be going through that next week and finalizing approvals.
6. Concrete Flowerpots for Old Town: I am awaiting a bid on them for 24-25 budget. Easter arrives early this year, flowers and existing wooden flowerboxes will be used while the concrete pots will be produced and delivered.
7. Street light banners will be going up in early March.

**GOLF CART PROPOSAL – BILL WEST**

The proposal is to adopt a KY ordinance which is already in place, to approach the city council, recommending that it be approved for the city. The proposal would allow street-legal golf carts on streets that with a speed limit of 35MPH or less. There is potential to bring more visitors here as well as bring new business for golf carts and add convenience to the city’s residents. 9 of 10 surrounding cities have already adopted this ordinance.

\*\*Rick Thomas motioned to approach City Council with this recommendation. Second by Will Gover. The motion passed unanimously and will be brought to City Council.

**PUBLIC COMMENTS:**

No Public Comments

**ADJOURNMENT:**

Laura Carpenter moved to adjourn. Aaron Crawford second. Motion passed unanimously. Meeting adjourned at 4:21PM.