**BEREA TOURISM COMMISSION MINUTES**

**BUSINESS MEETING**

**WEDNESDAY, January 10, 2023, 3:00 PM**

**City Annex Building**

**304 Chestnut Street**

Called to order at 3:03 PM; Rick Thomas presiding.

**COMMISION MEMBERS PRESENT:**

* Aaron Crawford
* Laura Carpenter
* Will Gover
* Shelley Wolfe
* 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
* Marissa Martinson
* Joel Rapp

**APPROVAL OF Agenda:**

Laura Carpenter moved to approve the agenda. Second by Shelley Wolfe. Motion passed unanimously.

**APPROVAL OF MINUTES:**

Will Gover moved to approve minutes, including amendment to note that Laura Carpenter was present at the previous meeting. Second by Aaron Crawford. Motion passed unanimously.

**TOLLE BUILDING UPDATE**

Brian Reed – All structural work has been completed, including a plumbing rough-in as well as the grease trap, ceiling grid, door and window openings, sheet rock, and the relocation of the gas meter. Currently down to finishing touches.

**RIGHT PLACE MEDIA PRESENTATION**

Joel Rapp presented on the current paid marketing plan, including social media advertising, television advertising, magazine ads, and more. All projections are currently on target to hit the amount of viewers intended.

**PUBLIC COMMENTS:**

None.

**DIRECTORS REPORT: DONNA ANGEL**

1. Completed New Commissioner Orientation: Will Gover and Shelley Wolfe
2. Welcome Becky Brown: Media Manager
3. Berea Craft Festival: Project underway for 2024
4. Articles on Berea: Southern Destinations, Travel Host, & Lexington Herald
5. 2024 Marketing: More partnering with non-tourism brands that can help grow awareness: city and county governments while recruiting for convention business. Huge focus on improving Berea as a destination point through arts, music, dance, theatre, and outdoor adventure.
6. A new report for marketing trends: Show consumers will have personal digital assistants to help plan travel this year. 36% increase in vehicle travel across the US anticipated this year along with 25% increase of citizens flying internationally to top destinations including the Caribbean, Spain, Greeze, top hits already reserved.
7. Amended Budget Review and Approval.

**Laura Carpenter motioned to approve all budget amendments as described. Second by Aaron Crawford. Motion to approve all budget amendments passes unanimously.**

**MEDIA REPORT – Dani Gift**

**Digital Media Projects (Completed)**

1. Worked with RPM to review advertising options for 2023-2024
2. December Newsletters

**Digital Media Projects (Ongoing)**

1. New Lodging Page on Tourism Website
2. Updating the State Tourism Website vie updated extranet platform
3. Adding events to the online calendar
4. Top 10 reasons to visit Berea- places.travel website
5. Updated Craft Festival Logo
6. Updated Berea Logo – Craft Your Adventure

**Print Projects (Completed)**

1. Kentucky Crafted Ad
2. Kentucky Monthly Ad

**Additional Projects**

1. Prepping for new media manager!
2. Craft Festival paperwork revisions
3. Kids Holiday Art Gallery ( over 100 entries)

**OPERATIONS MANAGER REPORT: Nancy Conley**

**Visitor Information:**

**Berea Welcome Center Visitor Count** (see chart below) December 2023: 1265 (plus 4 grab and go bags); 1620 phone calls for the entire year.

* Partnered with the Madison County Animal Shelter: Pictures with Santa and Pet food and Cat litter drive
* Winter Coat Drive December 2023 – January 2024
* All Christmas Decorations have been taken down
* Shop updates
  + Weston Glass
  + Cabin of Old Town
  + Honeysuckle Vine
* Motorcoach Group Visits
  + Sunrise Tours December 1,8, & 15

**PROGRAM MANAGER REPORT – LIZ TODD**

* Hokuto City, Japan Follow Up Meeting 12/14/2023 – next steps, shared plans/ website examples to integrate both cities and artisans and crafts into Tourism websites. Donna Angel, Nancy Conley, and Sherry Schloemer were present. Will reconvene in March to finalize. Dani posted a social media teaser about the project.

Berea Tourism LearnShops

* Foreged February, Blacksmithing, The Basics. February 2023. 2 classes, 4 sessions sold out.
* Enchanted Spring LearnShops. April 2023 16 classes, 26 sessions, 2 new artists, 9 new classes, watercolor top grossing sales. 74 tickets sold.
* May derby pop-up (May 2023) Oaks Day “Derby Spirits”. Sold Out – 6 tickets
* Festival of LearnShops (July 2023) 96 classes, 351 orders, 427 tickets sold with fewer than 1% refunds. Festival of LearnShops (July 2022) 99 classes, 271 orders, 390 tickets sold (5.4% refunded)
* Make it, Take it, Give it 2023 – 13 classes, 22 sessions, 4 new classes. Watercolor top grossing sales, blacksmith class second grossing sales. 109 tickets told. 640 ticket sold Jan – Dec 2023.

KEDC/ LearnShops Partnership

* Continues Partnership with KEDC (Kentucky Educational Development Corporation) PD credit classes for Kentucky’s k-12 educators and administrators.
* Curated history and art schedule
* September – December 2023 offered classes to approximately 329 k-12 educators and administrators from 55 school districts.
* Provided paid teaching opportunities for 9 artisan instructors
* Utilized classroom space in 5 locations across Berea.
* Relationship building with the community, artists, and Kentucky educators.
* Shared Berea’s restaurants, hotels, shopping, art, and more.
* January KEDC
  + 1/12/24 Evolution of History: Ashland the Henry Clay Estate
  + Churchill Weavers Full history, then and now
  + 1/13/2024 Traditional broom making: The Turkey Wing
  + History of Appalachian Basket Weaving and Introduction to Basket Making – The Napkin Basket
* January: Finalize goals for 2024:
  + Learnshops
  + Programming as a whole
  + Professional Growth
  + Community Outreach and engagement
* Proposal requests for Festival of LearnShops
* Abstract for FOL 2024
* Class Schedule

**COMMISSIONER COMMENTS:**

Rick Thomas would like to see a large-scale Christmas decorating competition this year with a substantial prize for the winner.

**ADJOURNMENT:**

Laura Carpenter moved to adjourn. Aaron Crawford second. Motion passed unanimously. Meeting adjourned at 5:02 PM.