**BEREA TOURISM COMMISSION MINUTES**

**BUSINESS MEETING**

**WEDNESDAY, March 13, 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
* Will Gover
* Bill West
* Alex Sipple
* Shelly Wolfe
* Logan Bertrand

**SUPPORT STAFF PRESENT:**

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

**GUESTS PRESENT:**

* Mayor Bruce Fraley
* Brian Reed
* Andy McDonald

**APPROVAL OF Agenda:**

Agenda accepted unanimously.

**APPROVAL OF MINUTES:**

Aaron Crawford moved to approve minutes. Second by Will Gover. Motion passed unanimously.

**TOLLE BUILDING UPDATE**

Brian Reed – Roof on the pavilion side has been installed as well as porch columns and two new rear doors. Prep and floor covering has begun and the roll up shutter installed. Meeting room cabinets and bathroom stalls and vanities have been installed. Interior painting continues. HVAC complete aside from screws found in a gas pipe that were likely there since original building construction. Gas pipe is currently being repaired or replaced, dependent on need.

**DIRECTOR’S REPORT – DONNA ANGEL**

1. Articles about Berea:
   1. USA Today 10 Best Reader’s Choice Awards – best small town arts scenes - #6
   2. Louisville Journal – Small Town Getaways - #3
   3. Best Hikes in Kentucky – The Pinnacles
   4. Tasting Tables – Native Bagels chosen as one of the best bagel shops in the state.
2. Right Place Media: Paid Ads
   1. Lane Report April is Tourism Month. 2 ads
3. Thomas Construction – Roof completed and looks great
4. Sams Engineering – Site Visit and fair results
5. Amended Budget – Budget was approved by council in March 5th
6. Flowerpots – Concrete Pots are underway
7. Street Light Banners – Up for Easter
8. Cabin Lawn Signs – We will start design work for them soon.

**OPERATIONS MANAGER REPORT – NANCY CONLEY**

1. Berea Welcome Center Visitor Count for February – 555 plus 10 grab and go bags
2. June 15th: L&N Day Car Show, Summer Solstice Craft Festival, KY native flower sale
3. Brochure and Travel Information
   1. Finishing brochure inventory
   2. Brochure exchange at Feb. Bluegrass Tourism Region Meeting
4. Completed EDA Expense Reports and Justification
5. Maintenance of Model Train
6. Adopt a Bike Program ready to kick off.
7. Group tour planning – currently over 30 bookings for 2024 from 13 companies. 13 requests so far for 2025.
   1. Attended heartland travel showcase March 1-3
   2. Kingdom Kids Christian Academy visited Feb 29
   3. Sunshine Friends will visit in April
8. Flower Box Prep – will be cleaning out and staining wood planters in artisan village and on chestnut street; flower planting before mother’s day.

**PROGRAM MANAGER REPORT – LIZ TODD**

Berea KY Tourism LearnShops

1. Enchanted Spring LearnShops Session 1 (March 22-23) 6 classes 2 new artists 4 new offerings
2. Flip and Fold with the Empanada Queen April 13
3. Enchanted Spring ll: April 26-28
4. Festival of LearnShops 2024 – July 22-30. Chestnut Street Pavilion Concert, food truck, artisan vendors, activities, July 27 activities planned each day around community. Custom itinerary.
5. Fall/ Halloween Classes October 25-27 : fiber design, cooking, brooms
6. Make it Take it Give it 2024 – Dec 6-8

KEDC/ LearnShops Partnership

1. Continuing partnership with KEDC ( Kentucky Educational Development Corporation) PD credit courses for KY’s k-12 educators and admin.
2. March 2024 – A Morning with Shaker Village and KY Architecture and Watercolor – Bill Berryman 4 hour session
3. March 30 – Sharon Graves, Octavia Sexton, Jan Treesh (History, Appalachia, and Baskets)
4. Traveling attendees and instructors enjoy lodging, shopping, and meals around the city.
5. Continue to offer resources beyond the daily curriculum to spark excitement and participation in the classroom at all levels
6. Classes are scheduled in Marcdh, April, and end in May

Other

1. Working with marketing and media manager on promotional meterials, themes, schedules, etc. to best support and highlight Learnshops as a whole.
2. Facilitated and assisted in interview with historian, Appalachian storyteller and educator artist Octavia Sexton, photos, partnered with CAP to provide informational podcast. March 5
3. Team Leadership and Planning Meeting with Berea KY Tourism core group at historic boone tavern
4. Team met with KY state representative Wesley on best ways to support tourism efforts in KY
5. Continue to plan, organize, interview, review proposals / artists for 12th annual FOL
6. Jeff hutton – astronomy offering, possible telescope offering, eclipse
7. Booked award winning food truck & face painting for FOL 7/27
8. Photo project, the gathering space

**GROUP TOUR PLANNER REPORT: EMILY REYNOLDS**

First week

* Met artisans
* Lunch Meeting at Boone Tavern with Abbye Crow (Director of sales and marketing) and Miranda Gooch (Sales Manager)
* Attended Craft Festival Planning Session

Second Week

* Worked with Nancy to prepare for Heartland 2024 conference
  + 33 appointments
  + Lots of interest in Berea and Kentucky

Third Week

* Met with more artisans about tour possibilities regarding specific interests from conference appointments.
* Created custom sample itineraries based on specific interest from tour operators
* Created General sample itineraries to send companies we met.

**MEDIA MANAGER REPORT – BECKY HURT**

Businesses Visited

* Vallarta Mexican Grille, Master Donut of Berea, Mariachi’s Mexican Restaurant, Berea Nutrition, Giovanni’s

Media Projects (Completed)

* Constant Contact – Weekly Newsletters going out every Monday
* Constant Contact – Monthly Newsletter
* Assisted RPM with retargeting ads
* Designed full-page ad for travel host magazine
* March enchanted spring learnshop series – social media graphics and event page, constant contact newsletters, press releases

Media Projects (current)

* Keeping events calendar on website updated
* Designing graphics when needed for social media posts
* Scheduling 3-4 posts daily for Instagram and Facebook
* Weekly newsletters and monthly newsletter
* Craft festival poster and rack card
* Festival of LearnShops poster and rack card, social media graphic design, website update, constant contact newsletter, press release (summer skies series theme)
* Meeting Venues rack card – will include meeting spaces available for rent in Berea
* Gallery Hop Rack Card – will include quarterly gallery hop among participating locations
* Designing a full page ad for the lane report
* Assisting RPM with Facebook/ Instagram campaigns
* Assisting RPM with two ¼ page ads (ace magazine and the lane report) and a digital ad (lane report)
* Interview with KEDC Instructor and Appalachian Storytelling, Octavia sexton, march 5. Will edit video for social media purposes.

Media Projects (future)

* Video interview with Nicole Ingold for the Special Needs Gala 1/14/24
* Enchanted Spring LearnShop series: April – social media graphic design, website update, constant contact newsletter, press release.
* Treasure Trail rack card – will include antique stops in Berea
* L&N Day Rack card, social media graphic design, website update, constant contact, press release
* Pavilion Concert Series, poster, rack card, social media graphic design, website update, and event pages.
* Working with Emily to update the motorcoach page on the website
* Working with RPM on new photos and videos of each season for our use in the future for advertising and social media.
* Upcoming with RPM: KY Monthly ¼ page, Sophisticated Living Full Page

Monthly Highlights

* Lunch meeting with Abbye Crowe, director of Sales and Marketing at Boone Tavern
* Tourism Leadership Team Retreat at Boone Tavern
* Tourism Legislative Day with State Representative Wesley.

**PUBLIC COMMENTS:**

No Public Comments

**ADJOURNMENT:**

Shelly Wolfe moved to adjourn. Will Gover second. Motion passed unanimously. Meeting adjourned at 3:57PM.