

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, April 10, 2024, 3:00 PM**

**City Annex Building
304 Chestnut Street**

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

COMMISSION 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
- Jacque Bowling
- Erica Chambers
- Jim Davis
- Jerry Little

APPROVAL OF Agenda:

Shelly Wolfe motioned to approve the minutes. Second by Alex Sipple. Motion Passed Unanimously.

APPROVAL OF MINUTES:

Alex Sipple moved to approve minutes. Second by Will Gover. Motion passed unanimously.

FINANCIAL PRESENTATION – JERRY LITTLE

- Tourism has invested in the town in the past for projects such as the splash pad, the bike trails, and the Tolle building.
- The pool directly affects quality of life, which is considered during economic development projects.
- City residents as well as visitors utilize the pool every year.
- Currently, the city pool is in a state of disrepair and is in need of a remodel.
- The Berea Dolphins swim team has been forced to relocate due to the disrepair of the pool.
- City Council would like Berea Tourism to support the remodel of the pool by contributing a total of \$400,000 over two budget cycles (24/25 and 25/26) to help alleviate the costs of repairs.
- Currently Berea has 71 miles of city streets. It will cost \$255,823 to repair 11 streets this year (1.3 miles). Berea is only allotted \$300,000 annually from the state to help with road repair costs, when realistically 700k to 800k is needed.
- By tourism supporting the pool costs, the city could utilize more funds to help fix the roads.
- A grant has been procured to renovate the current city park concession stand.

TOLLE BUILDING UPDATE

Brian Reed – The floors have been changed in the piano room to vinyl planking. Door hardware is on its way to be installed. Plumbing has been installed. Interior trim and painting are underway. Working to finish light fixtures and

light cleaning projects. Finalizing the layout of the warming/prep area. The Gallery now has three accessible entrances. 217 days into a 270 day contract and things are wrapping up.

APPOINTMENT OF NEW VICE CHAIR

Alex Sipple motioned to elect Will Gover and the new Vice Chair of the Tourism Commission. Second by Shelly Wolfe. Unanimous vote in favor.

DIRECTOR'S REPORT – DONNA ANGEL

- a) Approval of new billboard layout
- b) RPM Magazine Ads for Spring – Ace Magazine, Lane Report, Sophisticated Living
- c) Ground Sign – Berea Gallery and Event Center design coming soon
- d) Keleen Turner: Mural and Wishing well in the works
- e) Fountain Arrival : will be designed with flower bed around the bottom
- f) Landscaping will begin soon
- g) BPD Special Needs prom will be held May 3. All invited 6pm – 8pm
- h) Train Station Back Platform : Composite decking tiles
- i) Aaron Crawford: Work at state capitol along with Pat Banks commissioned to do a painting for the governor
- j) Inauguration of Dr. Nixon with a commissioned necklace from Ken Gastineau
- k) Video Shoot for Sprint : About your city: E-Bikes, trails, restaurants, candle making, and spring floral scenes.
- l) Top 10 attractions in Berea – Southern Living Magazine
 - a) KY Artisan Center
 - b) Berea Pinnacles
 - c) Berea Welcome Center Train Station
 - d) Berea College Campus
 - e) Spotlight Playhouse
 - f) Union Church
 - g) Todd's Antique Mall
 - h) Student Crafts on the Square
 - i) Tater Knob Pottery
 - j) Artisan Village

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
 - a. Finishing brochure inventory
 - b. 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.
 - a. Attended heartland travel showcase March 1-3
 - b. Kingdom Kids Christian Academy visited Feb 29
 - c. 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.

OPERATIONS MANAGER REPORT - NANCY CONLEY

- a) Berea Welcome Center is now open 7 days a week from 9am – 5pm
- b) Artisan Village Shop updates: Weston Glass Studio and honeysuckle vine are now open. Top Drawer Gallery will hold a 20-year celebration on April 12 from 11am – 2pm
- c) KY guild of Artists and Craftsmen: serving on board of directors. Artist's market will be held October 19 & 20, 2024 outside at the KY artisan center in Berea.
- d) Berea welcome center visitor count: March 2024: 1,201 (plus 11 grab and go bags) 117 phone calls.
- e) Model Train: Multiple visitors asking to see the model train, being enjoyed by all ages. It has become the most photographed spot in the welcome center.
- f) Team building sessions with part time team. held first session on March 24, goal to hold a minimum of three sessions per year.
- g) Bike planter adoption program: all have been adopted!
- h) Beautification of artisan village: removed rotted irrigation system from Carloftis Garden, flower beds mulched, plan to stain flowerpots mid-month, street pole banners installed.

- i) June 15th: L&N Day, Car Show, Summer Solstice Craft Festival, KY Native Flower Sale, Pavilion Concert
- j) Jammin on the Porch: Every Thursday night from 7pm – 9pm at the Russel Acton Folk Center. There will be a location change for May 23-July 4

PROGRAM MANAGER REPORT – LIZ TODD

***Slideshow Presentation can be found in Meeting Packet**

GROUP TOUR PLANNER REPORT: EMILY REYNOLDS

- a) Craft Festival – Attended meeting to discuss setup for food trucks
- b) KY Music Hall of Fame – Went with Nancy to meet Jessica Blankenship and Anne Cromer to discuss tour groups that commonly visit both Berea and the KY MHofF
- c) Spoke about potential entertainment offerings from the KY MHofF
- d) Jessica and Anne shared that they tell many visitors about Berea
- e) Shared examples of what Berea offers to groups and vice versa.
- f) Attended Grant writing class taught by James Williams hosted by Berea Business Development
- g) Attended L&N Day Planning Meeting
- h) Tour Groups – confirmed plans for April tour groups
 - a. April 15 – Driving Tour of Berea’s History
 - b. April 21 – Cumberland Seed Commons
 - c. April 28- Tour of the Old Town Artisan Village
- i) Working on itineraries for 2024 & 2025 tours
- j) Groups want to do so much that finding time to fit everything in can be a challenge.

MEDIA MANAGER REPORT – BECKY HURT

***Slideshow Presentation can be found in Meeting Packet**

PUBLIC COMMENTS:

Invitation from Erica Chambers to attend Levitt Amp concert series and First Friday Berea.

ADJOURNMENT:

Will Gover moved to adjourn. Aaron Crawford second. Motion passed unanimously. Meeting adjourned at 4:45PM.