

**BEREA TOURISM COMMISSION MINUTES
BUSINESS MEETING
WEDNESDAY, August 14, 2024, 3:00 PM**

**City Annex Building
304 Chestnut Street**

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

COMMISSION MEMBERS PRESENT:

- Will Gover
- Bill West
- Alex Sipple
- Shelly Wolfe
- Donna Brewer
- Laura Carpenter

SUPPORT STAFF PRESENT:

- Dani Gift
- Robert Elam
- Liz Todd
- Becky Hurt
- Emily Reynolds

GUESTS PRESENT:

- Mayor Bruce Fraley
- Brian Reed

APPROVAL OF Agenda:

Laura Carpenter motioned to approve the agenda. Second by Will Gover. Motion Passed Unanimously.

APPROVAL OF MINUTES:

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

DIRECTOR'S REPORT – Dani Gift

1. Since July was a NO meeting month due to the City's craft Festival, I will go back and bring you up on some past media – marketing events
 - a. L&N Day was a great day in Old Town Berea and across the city, as Berea College Solstice Fair partnered with Tourism to create a city-wide event, including the Berea Volunteer Fire and Rescue team that hosted a great car show in Old Town, also in collaboration with Get outside KY of which hosted great bike rides throughout the town and multiple kayaking events on the lake
2. City of Berea Craft Festival organized by Berea Tourism Dani Gift brought many visitors and tourists into the city for a fun but hot weekend of shopping and exploring with no rain.
3. Followed by Berea Festival of LearnShops lead by program manager Liz Todd, another great weekend in Berea
4. Berea was written about by World Atlas:
 - a. One of the top 6 friendliest towns to visit in KY
 - b. 7 towns in KY with the best downtown areas in 2024
 - c. Top 7 towns in KY to explore Local Events
5. City Wide Collaborate Tourism Events
 - a. Battlefield Richmond and the Pow Wow Drum Team from South Dakota at Happiness Hills
 - b. Celtic Festival annual music event in Berea August 15-18
 - c. Chestnut St. Music Concerts continue through September.
 - d. Berea Farmers Market 50 year celebration
 - e. KY guild Fair coming in Mid October at KY Artisan Center
 - f. Berea Chamber of Commerce annual Spoonbread Festival Mid September
 - g. Dinner Bell 50 yr. celebration
6. Production Ads Courage Media Summer Shoots
 - a. Outdoor Fishing and paddle boarding
 - b. Highlighting the pollinator gardens

- c. Apollo's Pizza in the kitchen
- d. Walnut Meadow Campgrounds
- 7. Project Updates
 - a. New Roof Construction will take place on the salt shack starting in the next two weeks
 - b. New Flooring in the Old Town Hotel in 3 weeks
 - c. Old Hotel outside painting will begin mid-fall
 - d. Carloftic Garden remains beautiful in full floral corals
- 8. State Fair
 - a. Tourism Leadership Staff will be hosting the KY tourism Booth this year on August 15-16. State Fair will reach 120 years old
- 9. Future Projects for Tourism
 - a. Repairs on the back train platform
 - b. Updated sign graphics to start mid fall
 - c. Halloween art project in Old Town
 - d. Fall LearnShop Classes
 - e. Christmas Make it Take it Give it classes
 - f. Motorcoach busses will continue to visit
 - g. Janis Ian Archive Exhibits hosted by Breea College in October
 - h. Berea College Convocations begin in Fall – Open to the Community
 - i. Spotlight theater holiday programs soon out
 - j. Fall US 25 yard sale
 - k. New Video Shoots for Fall and Winter Layouts
 - l. New Video Shoot with 2 tv stations highlighting Berea: WHAS Louisville and Fox 56

OPERATIONS REPORT - DANI GIFT

1. Visitor Information:
Berea Welcome Center Visitor Count
June 2024: 2224 (plus 2 grab and go bags) + 119 Calls. 4 large groups.
June 2023: 2790 (Plus 16 Grab and Go Bags) + 153 Calls. 1 Large group.

July 2024: 1863 (plus 3 grab and go bags) + 182 Calls. 1 large group.
July 2023: 2320 (Plus 27 Grab and Go Bags) + 218 Calls. 1 Large group.
2. Lobby Glass Display Case: Current display is Motorcoach and Group Tour Themed
3. Beautification, Maintenance and Team Projects:
 - a. Continuing to maintain flowers in Old Town
 - b. Small Maintenance projects around the building.
 - c. Hotel Flooring is currently going down
 - d. Clearing Space for Maddox Made
 - e. Assisting with L&N Day, BCF, and Festival of LearnShops
 - f. Cleaning, and Reorganizing Welcome Center.
 - g. Photos printed and displayed in the Gathering Space
4. L&N Day: June 15th
 - a. Includes car show, face painting, kids crafts, story telling, food trucks, vendors, and model train demonstrations.
 - b. Additional space for eating and getting out of the heat in the historic hotel building.
 - c. Map created to show off the all the events in Old Town as well as across town
 - d. Shuttle reserved for transport from Berea College events to Old Town and Parking
5. Chestnut Street Pavilion Concert Series Kicks Off June 15th:
 - a. 1st 5 concerts totaling 390 Guests
 - a) Nic Cassetta -90
 - b) Bent Peny Band Revival -65
 - c) Shane Winkler -101
 - d) Pet Thay Yeti- 63
 - e) Kelly Caldwell and Kashmere -71

- b. Festival of LearnShops evening included free tie dying for kids
 - c. Madison Southern High School is being rescheduled to a later date
- 6. Berea Craft Festival July 12-14:**
- a. 106 Artists on Site
 - b. 8 Food and Snack locations
 - c. Incredible music and impromptu Jam Sessions
 - d. Children's Tent in Partnership with the Kiana and Tava from the BAC
 - e. \$34,967 in Admission (\$34 under goal)
 - f. \$1,272 in Merch Sales (\$272 over goal)
 - g. \$31,200 in Vendor Booth Fees
 - h. \$2,400 in Food Vendor Fees
 - i. Total Revenue of \$69,839
 - j. Full Expense Report to Come after final invoices are submitted.
 - k. Surveys sent out to all vendors
 - l. Comments (Positive) – Consistent Communication, Smooth Load-In Process, Artist Appreciation Dinner, Increased Sales
 - m. Comments (Opportunities) – High Heat, Top of Hill Booth Locations, Need for Booth Sitters, Long Load Out Times (roughly 20-30 minutes less than last year)
 - n. WKYT on-site interviews and studio time were a success.
 - o. Thank you to the Berea Tourism leadership team, contracted workers, Public Works, Berea Police, Berea Volunteer Fire and Rescue, GIS and Codes, and the Finance Team for coming together to make the event a success!

PROGRAM MANAGER REPORT – LIZ TODD

- a) Girl Scout Blacksmithing group from Bardstown
- b) The Council for Exceptional Children gourd class from Paul Buhrmester
- c) Festival of LearnShops – Summer Skies Series 104 classes with multiple session. 15 locations
- d) 34 new classes, 6 new instructors, 17 instructors are Madison County artists.
- e) Activities will be advertised every day for participants to have the option for other things to do.

GROUP TOUR PLANNER REPORT: EMILY REYNOLDS

- a) Working with Nancy and Corbin tourism to create local itineraries for motorcoach groups
- b) 4 tour busses in May
- c) Compliments from motorcoach tours on our hospitality and friendliness
- d) Visit from Fox 56 reporters Live from Chevy Chase. Boone Tavern, Kayaking, and Honeysuckle.
- e) Assisted in planning for Girl Scout Troop
- f) Built a wooden photo frame for event photo ops
- g) Working with Becky on revamping the motorcoach section on the website

PROGRAM MANAGER REPORT – Liz Todd

- 1. Festival of LearnShops
 - a. 108 class session offerings over 9 days
 - b. 30 new class offerings
 - c. 6 new artist instructors
 - d. 14 artists from Madison County
 - e. Attendees were offered a list of events and activities around Berea surrounding LearnShops
 - f. Holiday Inn Express hosted two complimentary breakfasts
 - g. 17 unique classroom locations around Berea
 - h. 3 new locations including memorial park. Appalachian center and the planetarium
 - i. Top sales were from Lexington and Louisville
 - j. 117 cities represented and 22 states, including Washington state, California, and Texas
 - k. Looking at ways to market to international travelers
 - l. 20 educators from KEDC for professional development credit
 - m. Top sales were glass blowing, pottery, and stained glass
 - n. Country Music night with 100+ people, Shane Winkler, and tie dying for the kids
- 2. October 26 – Glassblowing Pumpkin Clinic, basket weaving, wool hook rug weaving
- 3. Mayor's Merry Mingling – Rachel Byers BCS already gathering pieces for another children's art gallery
- 4. December 6-8 Make it Take it Give it Holiday Series

GROUP TOUR PLANNER REPORT – EMILY REYNOLDS

1. June
 - a. Meetings
 - i. Holiday Inn Express: Brijesh requested a meeting with tourism to discuss plans for future renovations and to discuss upgrades that have already been completed. We took a tour of the facility to find out what they can offer the public and tour groups.
 - b. Tours
 - i. Broadway Baptist Church: Step On Tour, artist demos, log house craft gallery, lunch at Boone Tavern
 - ii. Green Township Senior Center: Lunch at Dinner Bell, step-on tour, artist demos, visit to the artisan center
 - iii. Collette: artist demos and lunch at the artisan center
 - iv. Leadership KY: Becky created a scavenger hunt for the organization to complete and I helped arrange the logistics of their trip. They lodged and held their meetings at Boone Tavern
 - v. Royal Coach Group: Lunch at Boone Tavern, Step On Tour, Artist Demonstrations, visit to the Artisan Center.
2. July
 - a. Meetings
 - i. The Café at Churchills: Met with Bill West regarding how to notify more groups of their newest restaurant. The more a restaurant can let us know about their accommodation for large groups, the more information we can pass on to our different demographics of groups.
 - b. Craft Festival
 - i. Assisted in the set-up/breakdown of the city craft festival
 - ii. All Considered, it was a smooth weekend and we are ready to hit the next year even harder
 - c. Field Trip
 - i. Tumbleshine's summer camp came to the Welcome Center/ Train Station we created a worksheet for them to complete after they learned about different modes of transportation.
3. August
 - a. Conferences
 - i. Going on Faith Conference: August 5-8 I was in Branson MO for a travel conference. It was a faith-based travel conference. With many of our groups being church groups or groups passing through going to/from the ark encounter, we thought it would be a good match to bring groups in.

MEDIAMANAGER REPORT – Becky Hurt

Businesses Visited

1. Holiday Inn Express
2. Wildflowers
3. The Pink Orchid Boutique
4. Dona Maria's Tamales
5. Berea College Visitor Center and Shoppe
6. The Log House Craft Gallery
7. The Taleless Dog Book Sellers
8. Get Outside KY
9. Walnut Meadow RV Park
10. The KY Guild of Artists and Craftsmen
11. Old Town Fabrics
12. Todd's Antique Mall

Media Projects

1. Constant Contact – Monthly Newsletter (June, July, August)
2. April Enchanted Spring LearnShop Series
3. Pavilion Concert Banner and Poster
4. Designed Scavenger Hunt for Leadership KY
5. 2nd content filming day with courage media
6. Appeared on Everyday KY
7. Designed ½ page ad for travel host
8. Assisted I Heart Media with a campaign promoting LearnShops
9. Designed Full Page Ad for Richmond Register's Discover Madison Magazine

10. Promoted LearnShops with Posters, print ads, social media, email, and website
11. Collaborated with Berea Farmer's Market on a flyer for the 50th anniversary
12. Designed newspaper ad for 125th anniversary of the Berea Citizen
13. Worked with Emily to update the group tour page
14. Assisted RPM with 1/3 page KY living Ad, ¼ pg Hamburg Journal Ad, Full Page KY Visitors Guide Ad, ¼ page Ky monthly Ad, Facebook/ Instagram flight, Lex Today/ L

Media Projects (Current)

1. Keeping the events calendar on the website updated
2. Designing graphics when needed for social media posts
3. Scheduling 2-3 posts daily for Instagram and facebook
4. Monthly Newsletter through constant contact
5. Assisting RPM with upcoming advertising

Media Projects (Future)

1. Treature Trail Rack Card – Will include antique shops in Berea
2. Meeting Venues Rack Card
3. Working with RPM on new photos and videos of each season for our use in the future for advertising and social media
4. Upcoming with RPM: Lextoday/ Loutoday/ Indytoday mini article and 3 banner ads, facebook retargeting, WHAS 11 Great Day Live
5. Updating Berea's info on the state tourism page
6. Creating marketing for Fall LearnShops
7. Creating Marketing for Shop Small Saturday and Mayor's Merry Mingling

PUBLIC COMMENTS:

Mayor Bruce Fraley announced that a new ordinance was being read at city council that would separate Tourism from Business Development and explained that the reason for separation is the need for increased focus on small business development and commercial development.

COMMISSIONER COMMENTS:

Alex – Thank you to public works for being receptive to needs around Elm Street Connector and the Mountain Bike Park

Will – Thank you for the effort at the Berea Craft Festival. Good to see lines and large crowds.

ADJOURNMENT:

Laura Carpenter moved to adjourn. Shelley Wolfe second. Motion passed unanimously. Meeting adjourned at 4:11.