

**BEREA TOURISM COMMISSION MINUTES  
BUSINESS MEETING  
WEDNESDAY, June 12, 2024, 3:00 PM**

**City Annex Building  
304 Chestnut Street**

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

**COMMISSION MEMBERS PRESENT:**

- Logan Bertrand
- Will Gover
- Bill West
- Alex Sipple
- Shelly Wolfe
- Donna Brewer

**SUPPORT STAFF PRESENT:**

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

**GUESTS PRESENT:**

- Mayor Bruce Fraley
- Brian Reed

**APPROVAL OF Agenda:**

Shelly Wolfe 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.

**GALLERY UPDATE: BRIAN REED**

Small punch items are being completed and the contractor is waiting on the city to finish the budget and design amendments. Kitchen design has been completed and equipment has been priced. The change order has been approved by council, including the warming area, equipment, landscaping, sign base, fountain base and striping the parking lot for \$84,398.50.

**\*\*Alex Sipple motioned to accept the change order. Will Gover Seconded. Motion to accept the change order passed unanimously.**

**DIRECTOR'S REPORT – DONNA ANGEL**

- a) Welcome to Donna Brewer as new restaurant commissioner, replacing Aaron Crawford
- b) ARPA Funds will be finished by December and has been used to shoot new photos, a 30-minute tv show (Crossroads), New group tour planner distribution materials, Motorcoach digital and print ads, motorcoach conferences. The remainder of the funding will be used in 2024 for a series of four photoshoots covering all the city's assets in each season, a summer podcast through iheartradio, a new magazine called Travel Berea, new rack cards, a new bike trail map, and KY Visitor's guide ad.
- c) City Council Work session – Concerns on the line item total (#54500 – Building and Grounds) Originally listed at \$800,000 for repairs, ongoing service, and signage. The agreement was made that a total of \$400,000 would be acceptable to replace signage and complete needed repairs and maintenance for the year

**\*\*Will Gover motioned to approve the line-item change from \$800,000 to \$400,000. Second by Logan Bertrand. Motion Passes Unanimously**

- d) The budget will go through final reading on June 18<sup>th</sup>

- e) Trolley is included on the budget and has been approved by commission and will need to be approved by council. Once approved by council, it will need to go to bid.
- f) Lawn service – Will be putting out an RFP for reduced cost of services.
- g) Property Maintenance updates – once budget is approved, hotel floor will be replaced. Painting will go out for bid. Train platform flooring is currently accepting bids.
- h) The Berea Gallery and Event Center – Hoping to move in Mid-August for a grand opening. Currently working on what will be going in there.
- i) L&N Day coming up this Saturday – Looking for extra volunteers. Shuttle I reserved to pick up travelers and deliver them to the L&N Day as well as the summer solstice Craft Festival.
- j) Compliments to local businesses for creating events and collaborating with each other.
- k) World Atlas.com reported Top 5 small towns for a weekend retreat.
- l) Nancy Conley has accepted a new position and at this time the position will not be filled.

## **OPERATIONS MANAGER REPORT - DANI GIFT**

### **1. Visitor Information:**

#### **Berea Welcome Center Visitor Count**

May 2024: 11623 (plus 8 grab and go bags) + 118 Calls. No large groups.

May 2023: 1628 (Plus 35 Grab and Go Bags) + 146 Calls. 3 Large groups.

### **2. Lobby Glass Display Case:** Current display is Festival of LearnShops promotion.

### **3. Beautification, Maintenance and Team Projects:**

- a. Flowers Planted across town
- b. Summerfest at Indian Fort – 80 Visitors interacted with

### **4. Special Needs Gala May 4:**

- a. A beautiful evening for children in MSD classrooms in Madison County and their families.
- b. Partnership between Nicole Ingold and her family, Police Department, Parks Department, MSD teachers, Berea KY Tourism and more.
- c. Members of our team photographed the event and provided a fun photo booth offering printed pictures at the event.

### **5. L&N Day: June 15<sup>th</sup>**

- 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

### **6. Chestnut Street Pavilion Concert Series Kicks Off June 15<sup>th</sup>:**

- a. Nic Cassetta & Co June 15<sup>th</sup> (171 Interested)
- b. Bent Penny Band Revival June 22<sup>nd</sup> (73 Interested)
- c. Concerts Performing well on Social Media via events
- d. Posters printed and disbursed.
- e. Banner added to Pavilion Fence

### **7. Berea Craft Festival July 12-14:**

- a. 108 Artist Booths reserved 80% fully paid.
- b. 8 Food and Snack locations confirmed and paid for.
- c. Vendors for Outside Services such as security, sanitation, garbage, Clover Payments Systems, and parking have been confirmed.
- d. Facebook event page – 11.8K people responded as of 6/10/2024
- e. Special posts for artists and vendors are released each week
- f. Entertainers Booked
- g. Posters and Rack Cards Printed and Disbursed.
- h. T-Shirts and Totes ordered.
- i. Final shopping lists created.
- j. Finalizing small details now.
- k. Could use 2-3 more volunteers to help cover if available.

**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

**MEDIA MANAGER REPORT – BECKY HURT**

\*Slideshow presentation can be found in meeting packet.

**COMMISSIONER COMMENTS**

Alex Sipple brought attention to the power station project at Big Hill and asked that commissioners be aware of the ongoing situation.

Logan Bertrand expressed his thanks to Nancy Conley's work for Berea Tourism as well as a welcome to new commissioner Donna Brewer.

Will Gover expressed thanks to Nancy and mentioned that after speaking with a Louisville resident at a car show that our Louisville-targeting advertising is proving successful

Shelley Wolfe requested that we find a way to display our videos at businesses and airbnbs

Bill West suggested that look unto the possibility of the city hosting a "Big Truck" show with large vehicles and equipment.

**PUBLIC COMMENTS:**

No public Comments

**ADJOURNMENT:**

Shelley Wolfe moved to adjourn. Will Gover second. Motion passed unanimously. Meeting adjourned at 4:28.