

**BEREA TOURISM COMMISSION MINUTES  
BUSINESS MEETING  
WEDNESDAY, May 9, 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
- Laura Carpenter

**SUPPORT STAFF PRESENT:**

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

**GUESTS PRESENT:**

- Mayor Bruce Fraley
- Brian Reed
- Jerry Little

**APPROVAL OF Agenda:**

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

**APPROVAL OF MINUTES:**

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

**PRESENTATION: JERRY LITTLE**

Expressed thank you to tourism for contributing \$200,000 per year to the City pool rebuild project.

**GALLERY UPDATE: BRIAN REED**

Contractors have been painting, cleaning, and clearing things off their own punch lists. Most door hardware installed. Plumbing final inspection passed. All lighting has been delivered and installed. Electric final inspection is done except for the warming area. Flooring in the octagon room has been installed. Change order estimate is \$11,412 and covers roughly gas line repair (1,000) Engineering cost (\$100) Gutter Repair (\$300) ADA sidewalk to porch and sidewalk from front door to pavilion parking (\$2,000) Additional lighting (\$1593) Door hardware (\$889) Cabinets in the small conference room (\$1,780), Storefront door added (\$3,000) and repainting the stalls in women's restroom (\$650). Expecting a new contract or change orders in the future to cover the warming area equipment. The city will walk through to make a punch list in the next week. The contractor has submitted final draw, but 10% will be retained until all work is complete.

**DIRECTOR'S REPORT – DONNA ANGEL**

In lieu of a director's report, Donna presented the 24/25 budget, as discussed and approved in a previous work session.

**APPROVAL OF BUDGET**

Laura Carpenter motioned to approve budget. Will Gover Seconded. Roll Call Vote approved unanimously.

#### **OPERATIONS MANAGER REPORT - NANCY CONLEY**

- a) Visitor count 1,669. Currently over the year before Covid.
- b) Beautification projects- installed new flower baskets on the bike planters.
- c) Wood planters have been stained
- d) Welcome Center door stained.
- e) Plaques will go out on bicycles soon for planters that have been adopted.
- f) Maintenance – dripping water faucet fixed and air conditioner repaired.
- g) Ted & Robert providing photography and videography for events around town.
- h) The Woodcarvers are now back at the Berea Welcome Center every Wednesday 10am-12pm.
- i) Jammin on the Porch will move to the intergenerational center.
- j) Partnered with Nicole Ingold, Berea Police, and Parks and Rec for the Special Needs Gala
- k) Still accepting vendors for L&N Day as well as vendors.

#### **PROGRAM MANAGER REPORT – LIZ TODD**

- a) KEDC partnering with Churchills as a LearnShop location
- b) May 18<sup>th</sup> KEDC Calmination Event with yoga, local soaps, etc.
- c) A Season of Discovery LearnShop Series - 16 offerings, 6 class spaces across town, two new artists, 6 brand new classes
- d) Most interest was in traditional craft through the Enchanted Spring LearnShops – Wreath Making, Broom Making, and slab pottery making mugs.
- e) Direct Traffic (outside of Eventbrite) made up 92% of sales and 8% came from Eventbrite.
- f) Demographics – Highest concentration of attendees were split between Lexington and Louisville.
- g) Currently working with Michelle Weston on the creation of a Fire Weekend.
- h) December 6-8 – Make it, Take it, Give it.

#### **GROUP TOUR PLANNER REPORT: EMILY REYNOLDS**

**\*Slideshow presentation can be found in meeting packet.**

#### **MEDIA MANAGER REPORT – BECKY HURT**

- a) Shared analytics from Right Place Media
- b) Completed posters and rack cards for L&N Day
- c) Created a Summer Checklist of activities for Summerfest, but will be utilized all summer.
- d) Created ads for KY Monthly and Grant County News
- e) Working on updating the motorcoach page on the website
- f) Content shooting day on April 15 with courage media.
- g) Increased reach and followers, on track to hit 16k followers on Facebook
- h) Changed to doing a monthly newsletter and listing weekly events on social media.

#### **COMMISSIONER COMMENTS**

Aaron Crawford announced his resignation from the tourism commission, as he has accepted a new position at Eastern KY University.

#### **PUBLIC COMMENTS:**

No public Comments

#### **ADJOURNMENT:**

Will Gover moved to adjourn. Shelly Wolfe second. Motion passed unanimously. Meeting adjourned at 5:06PM.