

## **BEREA TOURISM COMMISSION MINUTES**

### **BUSINESS MEETING**

**Wednesday, May 13, 2026, 5:00 PM**

**City Annex Building**

**304 Chestnut Street**

Meeting called to order at 5:00 PM, Will Gover, Commission Chair, presiding.

Roll call of attendance; quorum for meeting was called.

#### **Commission Members Present:**

- Will Gover
- Donna Brewer
- Shelley Wolfe
- Laura Carpenter
- David Gregory

#### **Support Staff Present:**

- Nancy Conley
- Robert Elam
- Laura Poulette
- Emily Reynolds
- Hailey Howard

#### **Guests Present:**

- Mayor Bruce Fraley
- Shawn Sandlin, City Administrator
- Amber Spurlock
- Matt Cox

#### **Approval of Agenda:**

- Shelley Wolfe made a motion to approve the agenda. Donna Brewer seconded this motion.
- Approval of the agenda passed unanimously.

#### **Approval of Minutes:**

- David Gregory made a motion to approve April 22, 2026, meeting minutes. Laura Carpenter seconded this motion.
- Approval of April 22, 2026, meeting minutes passed unanimously.

#### **Group Tour Report-Emily Reynolds:**

- Working on meeting regularly with Berea hotels to enhance working relationships. Met with Holiday Inn Express in April and has a meeting scheduled with Boone Tavern Hotel late May.
- Handling many rental inquiries and securing bookings.
- Facilitating a 3-day conference being held this week at the Berea Gallery and Event Center.
- Hosted 2 school group field trips at the Berea Welcome Center.
- 2 motorcoach visits for May cancelled due to lack of ticket sales.
- 3-4 motorcoach visits on the calendar for June.
- Assisting an RV group in planning day trips around Berea including creating info packets.

#### **Program Manager Report-Laura Poulette:**

- Learnshop registrations are underway with approximately 25% of tickets sold.
- Supporting the work of the Berea Craft Festival jury committee.
- Worked with Debra to create the entertainment schedule and secure contracts with entertainers.
- Worked with Tourism team to create site maps and redesign entry and food areas.
- Confirming vendor participation for L&N Day.
- Developing a plan for navigational signage throughout town to help alleviate road closure effects.
- Visited Old Town merchants regarding event planning and road closure.
- Encouraged all Berea businesses to get involved in L&N Day and get in touch so Tourism can share their offerings.
- Assisted with the planning, venue set-up and tear down, compiling attendee bags and served on a panel for the East Kentucky Leadership Foundation Conference held at Churchills April 23-24.
- Berea Tourism was publicly recognized for our support and hospitality.
- Worked with Nancy to create the Community Heroes Banner Program including application materials and timeline.
- Designed banners and secured printing quotes.
- Applications will be accepted through June 1 and are available at [visitberea.com/localresources](http://visitberea.com/localresources).
- Laura Carpenter expressed enthusiasm for the Community Heroes Banner Program and asked for clarification about how application decisions will be made.
- Laura Poulette replied the program is limited to 50 banners and complete applications are being accepted on a first come/first served model.
- Nancy Conley clarified that the program is specifically intended to recognize veterans with a Berea connection.

#### **Media Manager-Hailey Howard:**

- Fox 56 segment filmed in March aired on April 10.
- Fox 56 “Out and About” segment is scheduled to film at the end of June and will air in July.
- Working with Courage Media to create commercials as the existing version is outdated.
- Working to create materials to promote Berea as a small conference destination.
- Van wrap is in the works; potential production partners are facing delays.
- Designed the new brochure and secured printing quotes.
- Created and scheduled social media campaign featuring Berea Learnshop instructors.
- Working on creating a social media campaign featuring Berea Craft Festival exhibitors.

- Introduced the new calendar that be embedded in visitberea.com and is automated to find area events so our calendar better captures what is happening locally.

**Director's Report-Nancy Conley:**

- Noted the inclusion of the Director's Report in the meeting packet.
- Working to complete projects before the end of the fiscal year.
- Shared Berea's inclusion in the book- Small Towns U.S.A., published May 5, 2026 by National Geographic. Written by travel writer Brenna Darling, who Tourism hosted in 2023.
- Ground planters and hanging baskets have been planted with flowers and will be installed next week.
- Expressed gratitude to everyone who has been involved in helping with this project, including the Public Works Department who has been tending the plants until the last cool night is past.

**Public Comments:**

- N/A

**Commissioner Comments:**

- Laura Carpenter stated her appreciation for how the City handled the recent shooting tragedy.
- Will Gover recognized guests Amber Spurlock and Matt Cox and congratulated them on their successful event, The Sunset Social Cruise-In hosted May 1 at Golden Hour Salon. Gover noted the participation of area merchants and how well attended the event was.

**Adjournment:**

- Will Gover motioned to adjourn, David Gregory seconded. Passed unanimously.