

**BEREA TOURISM COMMISSION MINUTES**  
**BUSINESS MEETING**

**Wednesday, February 11, 2026, 5:00 PM**

**City Annex Building**  
**304 Chestnut Street**

Meeting called to order at 5:13 PM, Will Gover, Commission Chair, presiding

Roll call of attendance; Quorum for meeting was called

**Commission Member's Present:**

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

**Support Staff Present:**

- Nancy Conley
- Robert Elam
- Hailey Howard
- Laura Poulette
- Tim Lykins
- Debra Morgan

**Guests Present:**

- Mayor Bruce Fraley
- Shawn Sandlin, City Administrator

**Approval of Agenda:**

- David Gregory made a motion to accept the agenda. Laura Carpenter seconded this motion.
- Agenda passed unanimously

**Approval of Minutes:**

- Laura Carpenter moved to approve Jan. 14, 2026, BTC meeting minutes. Donna Brewer seconded this motion.
- Minutes from Jan. 14, 2026, BTC meeting passed unanimously.

**Sponsorship Request**

- Berea Dolphins swim team sponsorship request tabled from last month's meeting; Will Gover stated that it was to be discussed at this meeting

- Will suggested a review of their request, which was in the BTC meeting packet
- Donna Brewer suggested if the Commission approved the sponsorship request there should be a banner displayed stating sponsored by Berea Tourism along with a QR code people could scan for information about what to do in Berea and a link to businesses in Berea
- Nancy Conley asked if we were asking them to provide the banner or if Tourism would be providing the banner; Donna replied that we would ask them to provide the banner
- Will Gover brought up the different levels of sponsorship and Donna suggested the gold level, which is \$1000.00
- David Gregory stated he had reviewed the Berea Dolphin budget, and he made a motion to do a gold level sponsorship for the Berea Dolphin swim team.
- Donna Brewer seconded this motion.
- The motion passed unanimously and Will Gover stated it passed with the stipulation that the Berea Dolphin swim team display a banner indicating sponsorship by Berea Tourism, along with a QR code with links to Berea restaurants, businesses and things to do.

### **Seasonal Maintenance Employee Introduction**

- Nancy Conley introduced the Tourism Department's newly hired seasonal maintenance employee, Tim Lykins to the Commission.
- Tim was welcomed by the Commission.

### **April Meeting**

- Nancy Conley stated there was a conflict with the regularly scheduled meeting date of the second Wednesday in April, and she requested that the April meeting be rescheduled for any date, April 22 or after.
- David Gregory made a motion to schedule the April Commission meeting to Wednesday, April 22, at 5:00 pm.
- Donna Brewer seconded this motion.
- The motion to schedule the April Commission meeting for April 22 at 5:00 pm passed unanimously.

### **FY 27 Budget Schedule**

- Nancy Conley stated that she would like to create a schedule so that the 26-27 fiscal year budget could be created and approved by the Commission, by the end of March, and then passed on to the city for next steps.
- Will Gover suggested scheduling a work session to discuss the budget by early March.
- Nancy Conley asked if there needed to be a separate work session scheduled to discuss the Levitt Amp concert series proposal, which had been tabled from a previous meeting, Will agreed that, yes, a separate work session would need to be scheduled to discuss that proposal for the Levitt Amp concert series and he thanked Nancy for bringing that to their attention.

- There was some discussion among the Commission about scheduling the work sessions for 5:00 pm, or later.
- Laura Carpenter suggested scheduling the work session to begin after the March 11 Commission meeting.
- Nancy Conley asked if both the 26-27 fiscal year budget and the Levitt Amp proposal would be addressed during this proposed work session and the Commission stated yes.

### **Media Manager Report – Hailey Howard**

- Hailey Howard reviewed the meetings she has had recently, which included Fox 56, and the proposals of upcoming projects with Fox 56, with a more detailed report of these projects to be presented at next month’s Commission meeting.
- Hailey discussed that she has been working with staff from Berea College as she is collaborating with them on Shakespeare in the Park, coming up in April.
- Hailey also stated she has been working on ads for Travel Host magazine, and that these ads will run from April to June and she has also been working with Right Place Media and those ads will run from March to June.
- Hailey said she’s been working with the Tourism team planning Berea Craft Festival and she has been working on upcoming Valentines’ ads with local restaurants and businesses. She stated that the proposed Coffee Week did not receive the feedback she had hoped for, however, she would like to work on planning a Coffee Week to take place in the fall 2026.

### **Program Manager Report – Laura Poulette**

- Laura Poulette informed the Commission she has been communicating with Learnshop instructors, confirming their commitment to teaching upcoming Learnshops scheduled for July 2026. Currently, she has 16 Learnshop instructors with 40 Learnshop classes. Classes range from beadmaking to broom making and an online catalog for the public is set to be available the first week of March.
- Laura discussed working with the Tourism team planning the Berea Craft Festival and she has specifically been working on updating the application and the logo for this event.
- Laura said she has been researching and writing up proposals for potential Tourism projects, one of which is a Veteran’s Day banner project honoring Veterans throughout our community. The goal is to focus on civic pride as well as improve the city’s streetscape.
- Laura Carpenter asked if the families would pay a fee for the Veteran’s Day banners and Laura replied that it hasn’t been determined yet, however, it is the model other cities have used.

- Nancy Conley pointed out that the fee for the Veteran's Day banners would not be something from which Tourism would gain monetarily. The fee charged would only cover the costs of the banners being made.

### **Group Tour Report – Nancy Conley**

- Nancy Conley stated that Emily Reynolds could not attend the meeting, therefore, she would be presenting the Group Tour Report.
- Nancy shared that with the opening of the Berea Gallery & Event Center, a lot of interest has been seen in renting the space for small group meeting and conferences. She shared that Emily has been working on putting together information to share with small groups and businesses who have reached out to host meetings in Berea, specifically the Berea Gallery & Event Center.
- Nancy shared that Emily is now in charge of all rental/bookings for our available rental spaces. She stated there were several bookings that have to be re-scheduled due to the weather conditions in the few weeks prior.

### **Director's Report – Nancy Conley**

- Nancy stated that she has shared a written Director's report in the Commissioner's packet, similar in format of which she shares with the City Council.
- Nancy discussed that most dates have been set for the big annual events, including L&N Day/Car Show June 13, Berea Craft Festival July 10-12, and Learnshops July 10-19.
- Nancy and Tourism staff shared a banner that was created to be displayed at conferences and events advertising and showcasing Berea as a vacation destination. She stated it would be on display at the upcoming Travel Show she would be attending in Chicago.

### **Public Comments:**

No public comments

### **Commissioner Comments:**

- Laura Carpenter thanked the City's street department and Public Works for the hard work they provided during the snow and ice storm, including working diligently throughout the night. Several Commissioners agreed with this statement and thank you.

### **Adjournment:**

David Gregory moved to adjourn the meeting. Laura Carpenter seconded this motion. Motion passed unanimously and the meeting adjourned at 5:35 pm.