

**BEREA TOURISM COMMISSION MINUTES**

**BUSINESS MEETING**

**Wednesday, March 11, 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 Member's Present:**

- Will Gover
- Donna Brewer
- David Gregory
- Laura Carpenter
- Shelley Wolfe
- Jim Davis
- Todd Holbrook

**Support Staff Present:**

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

**Guests Present:**

- Mayor Bruce Fraley
- Shawn Sandlin, City Administrator
- Ali Blair

**Approval of Agenda:**

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

**Approval of Minutes:**

- David Gregory moved to approve Feb. 11, 2026, BTC meeting minutes. Laura Carpenter seconded this motion.
- Minutes from Feb.,11, 2026, BTC meeting passed unanimously.

### **Sponsorship Request: East Kentucky Leadership Conference**

- Nancy proposed in kind from Berea Tourism to the Eastern KY Leadership Conference: branded conference bags; lanyards; shuttle service on the first day of the conference, from 3:30-5:30pm, taking conference attendees from Churchill's, College Square, Loyal Jones Appalachian Center, and the Old Town Artisan Village; one employee to assist with set up, help during the conference and clean up; Laura to serve on a panel discussing how the arts positively impact quality of life.
- After discussion among the Commission, Will Gover proposed that, in addition to the gift in kind donation, that Tourism also provide either silver or bronze level of sponsorship.
- Jim Davis made a motion to provide bronze level sponsorship, in the amount of \$500.00, to the Eastern Kentucky Leadership Conference scheduled for April 23-24, 2026.
- Todd Holbrook seconded this motion. Motion passed unanimously.

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

- Hailey reported that she has been working on making edits to Berea Tourism's new brochure and working with GIS on a map.
- She also explained that the visitberea.com website has been updated with the addition of regional attractions and that conference/event spaces will be added.
- She worked with the Berea Dolphins in creating a banner with Tourism's logo and QR code to be displayed at swim meets.
- She also shared that she has continued to work with Berea College for the April 18 Shakespeare in the Park event scheduled to be held at Indian Fort Theatre and that a street banner has been designed and will go to print soon for this event.
- Hailey also provided updates for Spring advertising with Right Place Media and Fox 56 News and provided to the Commissioners an analytics packet highlighting performance by placement and performance by city.

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

- Laura shared that she has completed catalog and ticketing for the upcoming Learnshops. She reported that there are currently 48 workshops, 18 instructors, and 15 locations throughout Berea for the Learnshops scheduled for July 10-19, 2026.
- She also reported that she has been working on designing rack cards for L&N Day scheduled for June 13, 2026.
- Laura also provided updates on the Veteran's Banner project and explained that it will launch this spring

### **Group Tour Report – Emily Reynolds**

- Emily shared that a school field trip is scheduled for tomorrow, March 12, 2026.
- She also reported that she worked with three other groups that were scheduled for March. Unfortunately, they had to cancel due to not meeting their required minimum ticket sales.
- Emily shared that one of our Berea College student employees, Sara Gallimore, worked with her to assist in calling companies to strengthen Tourism's relationships with them. This was a success as Emily now has a lengthy list of companies that would like her to email them with Berea itinerary ideas. One group was going to pass Berea by on their way to the destination but has now added a lunch stop in Berea later this year.
- Emily explained that she and Hailey would be attending the "Where to Next?" City Showcase in Lexington at the University of Kentucky. She shared that this is a career-fair-style event that connects destination tourism bureaus with students who are actively considering where they want to live and work after graduation.

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

- In addition to Nancy's written report provided to the Commission, Nancy provided an update about the upcoming Berea Craft Festival scheduled for July 10-12, 2026. There are currently 47 returning artists and 29 artists to be juried.
- She gave an update about the Travel Show she attended in Chicago. She made contact with 283 groups, families, and/or couples who wanted more information about Berea. She also reported that 187 people signed up and entered a drawing for a stay at Boone Tavern.
- Jim Davis asked Nancy for an update on wrapping the van and Nancy reported no update at this time, however, it is on the list of things to do.
- Shelley Wolfe asked Nancy if there were any magnets or some other type of identifying information when the van is in use. Nancy explained that, yes, there are Berea Tourism branded and shuttle magnets that are placed on the van when it is in use.

### **Public Comments:**

No public comments

### **Commissioner Comments:**

- Will Gover stated that he was excited to hear Nancy's report about the Chicago Travel Show.
- David Gregory thanked the Tourism staff for their shared information and reports.
- Todd Holbrook asked about the three groups that canceled in March and Emily that when groups plan trips specifically to Berea, tend to receive ticket sales and come to Berea. She reported that the three groups that canceled in March were groups that didn't have Berea as their destination, but rather a stop on the way to their destination.

### **Adjournment:**

Laura Carpenter moved to adjourn the meeting. Donna Brewer seconded this motion. Motion passed unanimously and the meeting adjourned at 5:28 pm.