

Berea Tourism Commission Special Called Meeting Minutes

Wednesday March 21, 2018

Historic Boone Tavern Hotel & Restaurant- 100 N Main St.

Business Session: Called to order at 5:30 PM, Reynolds presiding.

Commission Members Present: Ken Gastineau, Ahmad Reynolds, Cheryl Stone, Rick Thomas, Dale Ballinger, Donna Robertson

Support Staff Present: Kerri Lee Hensley, Aja Croteau

Visitors Present: David Rowlette, Jacqueline Bowling, Ali Blair, Gwen Childs

Approval of Agenda

Ballinger moved to approve the agenda; seconded by Gastineau. Motion carried unanimously.

Approval of Minutes: February 14, 2018

Stone moved to approve the February 14th minutes; seconded by Gastineau. Motion carried unanimously.

Director's Report – Kerri Lee Hensley

A copy of the full Director's Report is on record in the minutes book.

- Budget: Tourism Cash, \$483,354.00
- Communications: Aja compiled and distributed all event information including the March newsletter, the weekly events notice sent to local businesses, promotional social media posts, and updating the website calendar. She worked with Michael to schedule 4 OurBerea video interviews during February, and shared two new videos online according to their biweekly schedule. She continued to collect participation forms for the 2018 Coupon rack card that will accompany the 2018 Travel Planner. She has continued to work with Judy Sizemore to advertise the call for applications for the Art Accelerator Program. She has received and proofread program applications before sending them on to Kerri for review. She developed the quarterly training on Optimizing Social Media Photos/Images for local business owners. She met with Sam Gleaves to discuss the new Singing Bird Music School. She worked with Brand to add social media links to business pages on visitberea.com. She created a new hotel acrylic poster advertising events for March through May. She finished reviewing and updating Berea's listings on the new Kentucky Tourism website.
- Social Media Updates:
 - Twitter: 11,100 impressions and around 285 total followers.

- Facebook: Facebook: 6,695 total “likes,” 638 page views, 4,476 post engagements, and 14,962 people reached. (Brand Ads were also run during this time)
 - YouTube: 19,660 video views so far on 34 public videos.
 - Instagram: Up to 1,160 followers.
- Workshops:
 - Berea Festival of Learnshops, July 13-19, 2018- Brand has developed a workshop package component to use for our two-day Arts in Education offering. We will run a series of tests on this component before setting it up to use for learnshops this year. We are continuing setting up our learnshop offerings in this shopping cart system with plans to go live by end of the month. We are working with the Berea Arts Council on a Learnshop Instructor Exhibit that will open in early July and run through the end of the Festival of Learnshops.
- It/Multi Media:
 - Photoshoot for Fiber Frenzy Instructors
 - Photoshoot for Richard and Cheyenne Olson
 - Edited and Delivered Our Berea Short for Warren May
 - Filmed, Edited and Delivered Our Berea Short for College Farm Store
 - Art Accelerator Photoshoot with Sara Gallimore
 - Photoshoot for Donna Boshier
 - Filmed Our Berea short for Peace Craft
 - Photoshoot for Diane Gilliam
 - Filmed Our Berea Short for Stephanie Runyan
- Group Tour Report:
 - Feb. 3rd: Hosted FAM (familiarization) for 29 Select Travel Conference attendees. This gives overview of what is available to group tours in our community.
 - Feb. 4th-5th: Attended Select Travel Conference in Louisville. Had 20 scheduled
 - Appointments with group travel planners, mostly from bank travel groups
- Art Accelerator:
 - Art Accelerator Fellow Applications were due Tues, March 20th.
 - KY Crafted the Market – March 1-4, 2018 – Louisville, KY. Well attended, fellows made great contacts.

- February Gallery Sales - \$284.00

- Admin:
 - Assisted the Art Accelerator Fellows at KY Crafted March 1-4th
 - Megan Hardy accepted the Office Coordinator position and started her position March 5th.
 - Received the Kentucky Economic Engine Award at the Richmond Chamber of Commerce Legislative Luncheon. Presented to Berea/Richmond Tourist Commissions by the Kentucky Travel Industry Association on March 5th.
 - Attended the Kentucky Association of Convention and Visitors Bureau professional development in Hopkinsville, KY March 14-16.

- Upcoming:
 - Berea Tourism's Quarterly Training Meeting open to all tourism related businesses - March 29th
 - The Berea City Council has requested a joint meeting of the Tourism Commission's Executive Committee and the Council's Finance Committee on Tuesday, April 17th. More information on this will be shared with the commission as it becomes available.
 - Dandelion Festival April 7
 - Danish American Friendship Conference April 11-15
 - Stephenson Memorial Concert: Le Vent du Nord – April 12
 - A Midsummer Night's Dream, Berea College Theater Dept. – April 13, 14, 18-21
 - Joint Meeting with Berea City Council April 17th at 5:30pm
 - Hands Four Spring Dance – April 27-29
 - Berea Makers Market – May 12
 - Japanese Exchange May 15-19

2018-19 Budget

A copy of the proposed budget is on record in the minutes book.

The commission discussed a variety of line items and justifications for changes from the 2017-18 Budget. Since the City of Berea will be changing its Health Insurance provider, the Medical and Life Insurance line item has a proposed 20% increase. When a new provider is chosen by the city, a more accurate percentage will be proposed if applicable. Hensley reminded the commission that the City of Berea Codes Department decided that the apartment in the Hotel building can only be used for residential purposes. A new project idea from Judy Sizemore to celebrate craftsmen from Berea's past was introduced to the commission and Hensley proposed setting funds aside to begin this initiative. Cheryl Stone suggested adding to the Contract Labor line item and hiring an outside entity to conduct a study on the city-wide economic impact of tourism in Berea, a possibility that was discussed at a previous commission training session. The commission discussed the timeline for the budget's approval and Hensley expressed that she

would like the commission to vote on the budget at the April or May meeting. Hensley said that she will work with City Administration to find a more concise estimate for the health insurance line item increase. Hensley shared that she hopes the finalized renovation plans for the Tolle building will be presented to the commission at the April or May meeting. The commission liked the idea of increasing the budget for the Art Accelerator Program, as it would allow the acceptance of more than three fellows and would leave room for new programs that would engage the larger community, an idea that was discussed at a previous commission training session. The commission discussed the Grant Awards line item and decided that a more in-depth conversation of the grant application and follow up policies will take place at a later time. Cheryl Stone suggested that the budget for workshops include the cost of making coffee and water available to participants whenever possible. The commission discussed the possibility of using funds from the Other Land Improvements line item for the new project celebrating historic craftspeople through a permanent or semi-permanent installation such as signage or a mural. Hensley shared that the department's van has been having maintenance issues and that she plans to purchase a new one during this fiscal year, but accounted for it in the new budget in case that process takes longer than expected. The commission decided it will review the proposed budget and discuss it further at the April Berea Tourism Commission meeting.

Motion to Adjourn

Ken Gastineau made a motion to adjourn. Robertson seconded. Motion passed unanimously.

Meeting adjourned at 7:05 pm.