

Berea Tourism Commission Minutes

Business Session

Wednesday, April 12, 2017

Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street

Business Session: Called to order at 5:05 PM, Robertson presiding.

Commission Members Present: Charles Arnold, Dale Ballinger, Donna Robertson, Ken Gastineau, Cheryl Stone

Support Staff Present: Kerri Lee Hensley, Briana Daugherty, Nancy Conley

Visitors Present: Susie Merida, Anna Hartje Butcher, Hannah Coldiron, Grace Moses, Critley King, Tom Schultz, Justin Burton, Randy Stone, Tim Wade, Dale Vanwinkle, Cheyenne Olson, Andy McDonald

Approval of Agenda

Gastineau made a motion to approve the agenda; seconded by Stone. Motion carried unanimously.

Approval of Minutes: March 22, 2016

Gastineau wanted to amend the agenda to show that he voted nay for the second motion made by Arnold during the last meeting. He noted that he was waiting for Reynolds to call for a nay vote. The motion reads as followed, "Motion for Tourism to form a committee to work with Parks and Recreation in order to promote and build new ball fields."

Gastineau moved to approve the minutes of March, 2017 with the above amendment; seconded by Ballinger. Motion carried unanimously.

Director's Report - Kerri Hensley

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

- Budget: Tourism Cash, \$265,705
- Communications:
 - Dylan spent much of March promoting the HOW events in April, Hands for Spring Dance Weekend, Levitt AMP Berea Music Series, the Festival of Learnshops, and others.
 - Dylan is continuing to promote the outdoor activities that Berea has to offer. Since he started, he has seen a positive response, especially on Instagram and Twitter, to posts related outdoor adventure.
 - Last month, Dylan also hosted a workshop to introduce local artists and business owners to Esty and Amazon Handmade, as well as offer social media help.
 - Dylan and Micheal continue to work on the #OurBerea series, and he released videos on Club Arena Skating Rink and Todd's Antique Mall.
 - Social Media Updates:

- Twitter: Around 17,100 impressions and around 154 total followers.
 - Facebook: 4317 total “likes,” 385 page views, 17,554 post engagements, and 76,581 people reached. (Brand Ads were also run during this time)
 - YouTube: 10,926 video views so far on 9 public videos.
 - Instagram: Up to 835 followers and making between 4,000 and 4,484 impressions weekly.
- Multi-media:
 - Edited and delivered the Our Berea Short for Todds Antiques.
 - Filmed Edited and Delivered the Our Berea short for Ken Gastineau
 - Has filmed and begun editing for Taterknob, Robie Books, The L&N Depot and Papalenos.
 - Recorded voice overs for 4 new commercial spots.
 - Completed maintenance, trouble shooting and updates for the website.
- Workshops:
 - April HOW: Celebrating Spring in Kentucky- This event has 94 ticket registrations so far, 63 registered patrons, for a total of \$7,717.00 in ticket sales.
 - Berea Festival of Learnshops- We've already received 294 ticket registrations from a total of 126 patrons. These registrations equal \$26,141.00 in ticket sales. We have been working with Brand on the development of a printed learnshop catalog/newspaper insert.
- Group Tour Report:
 - February 18th, Connie hosted 51 Brown Fellows from Centre College and the University of Louisville for hands on classes with 5 artists. This brought in over \$2,000 for the artists. They had lunch at Noodle Nirvana and had a tour of the Eco Village and other areas of the College. 30-40 other Brown Fellows made brooms at the College and ate at Papa-Lenos.
- Art Accelerator:
 - The fellows will be at Ky Crafted The Market April 20-23 in Lexington, KY.
 - February Gallery Sales \$1,260.00.
- Admin:
 - We are seeking Tourism Ambassadors to assist in providing historical tours to our visitors from May to October. These are part-time positons paying \$8.25 an hour.
 - We hosted a delegation from Lindsborg, KS the week of April 3rd. The group consisted of local business owners, tourism professionals and college and city leaders. They met with the College, City, MACED, The KY Guild and the KY Artisan Center on their visit. They visited local shops and galleries, dined locally and overnigheted at the Boone Tavern.
 - Art Accelerator Applications are due April 26.
 - Berea College Walking/History Tour April 19th at 10:00am.
- Upcoming:
 - Redbud Recovery Ride on Sunday, April 23, 2017, The KY Artisan Center

- Fair Housing will be hosting their Get on the Bus Event Tues, April 25th. Its free to the public. Meet at The Forestry Outreach Center at Indian Fort.
- Hands Four Spring Dance Weekend April 21-23. hands4-berea.com
- HOW Event April 29&30
- May 7-13 is National Week. To celebrate we will be hosting a Lunch on the Lawn Wednesday, May 10th at noon for free hot dogs and chips. Please save the date. This is an opportunity to bring awareness of the importance of tourism to our community.
- Berea Makers Market, Saturday May 13th. Folk Center, Jefferson Street.

Robertson asked about the Etsy Workshop, and Hensley noted that around 15 people were in attendance. Stone wanted to know more about the outdoor advertisements and the new restaurants on Chestnut St. Hensley said she would check with Dylan Bogard, Communications Manager, on these and informed her that he would be announcing the new restaurants.

Advertising Update - Brand Advertising Group

A full copy of the presentation is available in the minute book.

Brand then handed out the new rack cards, and posters they got in today on the Craft Festival, and Learn Shops. On the PowerPoint, they showed the billboards that are already up, some ads, and 4 short TV ads. The Billboards are up in Mount Vernon, Tolle building, and some other locations. Behind the Holiday Motel there will be a new billboard.

Stone loved the hands making the flowers on the Festival of Learn Shops rack card. Robertson asked if this was the first coupon that has come out. Merida noted that they used to be on the postcards, now they are on the rack cards. March Digital marketing exploring outdoor activities, dinning, shopping, lodging. There are 5 different sizes of each ad. March web-traffic saw the same number of new visitor traffic.

Year to date budget-they are on track. Stone and Robertson noted that they enjoyed Arnold wanted to know when everyone approved the billboards. He stated that they have always voted on large items like this. Hensley did mention that the information was presented at a previous meeting. Arnold wants to go through the old minutes to see if they voted on everything in the past.

Discussion of Local Communications, Including Berea College

Robertson questioned the communication of letting locals know about what is going on in Berea. She noted that the Berea Citizen could write more about what is going on in town. Hensley noted that she would look into showing commercials on Channel 12. There was a question about why Tourism is not keyed into Berea College's calendar. Channel 12 would be a great way to let the locals know what is going on, and they could play one of the short TV ads Brand has. There was talk about having ad in the Richmond/Lexington paper about

Berea's activates. Gastineau said that this could bring in family from just outside of town. Arnold said that we should be in the news every month, and keep some money set aside for just local advertising. Beth Meyers, from the Berea Citizen, said that they would give us a better deal if we used them more.

Motion to Adjourn

Arnold asked Hensley to meet before the next meeting to work on the budget.

Arnold made the motion to adjourn; Greathouse seconded. The motion carried unanimously.

Meeting adjourned at 6:30pm.