

Berea Tourism Commission Minutes

Special Called Meeting

Wednesday June 21, 2017

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

Business Session: Called to order at 5:02 PM, Reynolds presiding.

Commission Members Present: Dale Ballinger, Ken Gastineau, Cheryl Stone, Ahmad Reynolds, Pat Greathouse

Support Staff Present: Kerri Lee Hensley, Dylan Bogard, Nancy Conley

Visitors Present: Susie Merida, Anna Hartje Butcher, Hannah Coldiron, Critley King, Tiana Moore, Ed LaFontaine, Jacqueline Bowling, Bruce Fraley

Approval of Minutes: May 10th, 2017

Gastineau made a motion to approve the agenda; seconded by Greathouse. 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, \$334,985
- Communications:
 - For Tourism Week, Dylan shared information regarding the impact of tourism on social media platforms, ranging from the state level to Berea itself. He compiled this information and provided handouts for the Lunch on the Lawn event.
 - Dylan heavily promoted the upcoming events online, including: L&N Day, the Blast from the Past Car Show, the US 25 Yard Sale, the Berea Craft Festival, the Festival of Learnshops, etc. He also used social media to build hype for Berea's outdoor recreation offerings, and will continue to do so moving into summer.
 - In May, videos were released for Gastineau Studio, Robie Books, and the L&N Depot for the centennial. Dylan and Micheal also filmed at HomeGrown HideAways, the Kentucky Guild of Artists and Craftsmen, and Owsley Fork
 - Dylan helped with the Japanese Delegation events, including serving as event photographer.
 - Dylan and Briana appeared on WTVQ and WDKY to promote L&N Day, the Log House Craft Gallery Centennial, the US 25 Yard Sale, and the Blast from the Past Car Show.
 - Social Media Updates:
 - Twitter: Around 14,000 impressions and around 173 total followers.
 - Facebook: 4,675 total "likes," 385 page views, 11,461 post engagements, and 84,269 people reached. (Brand Ads were also run during this time).
 - YouTube: 17,648 video views so far on 17 public videos.
 - Instagram: Up to 970 followers and making between 3,000 and 3,900 impressions weekly.

- Workshops:
 - As of 6/19/2017 - sold 786 tickets \$65,630.20 in sales. June 19, 2016 -sold 963 ticket registrations totaling \$78,950.00. This is a difference of 177 ticket registrations totaling \$13,319.80. As of 6/20/2017 –sold 805 tickets totaling \$67,104.20.
 - Planning is underway for a Dulcimer Weekend event proposed to take place at Historic Boone Tavern in February 2018.
 - Working with Beth Flowers of the Air Institute to plan a series of hands on workshop opportunities for conference attendees this September.
- **It/Multi Media:**
 - Edited the Our Berea Short for Papaleno’s
 - Began editing on Homegrown Hideaways
 - Developed and delivered photos for KY Crafted
 - Photographed Federal Reserve Governor Visit,
 - Filmed Owsley Fork and KY Guild of Artists and Craftsmen
 - Completed maintenance, trouble shooting and updates for the website and media library.
- Group Tour Report:
 - May 3rd- Tour for 31 from Alabama. Ate lunch at Amish Store. This group has made several trips to Berea since initial tour in 2016.
 - May 10^t- KY Credit Union League conference, 14 people, did Blown Glass Class. Conference held at Boone Tavern, overnights and meals.
 - May 18^t- Tour for 41 from Georgia. Overnighted and meals in Berea
 - May 20th- Tour for group of 42 from Pennsylvania. Overnighted and meals in Berea. This company brings multiple tour groups every year.
 - May 22nd- 2 buses, with 91 people from Cincinnati. Tours with both, meal in town, arranged for musical entertainment after lunch. This was mystery trip for day only.
 - May 22nd- Arranged brief reception and meet and greet for Innovation Partnership Program, which is Group of 25 top executives from Fortune 500 companies, who stopped in Berea enroute from Knoxville to Louisville. Arranged for Mayor and Chad Berry, college VP, to speak to group about Berea, and arranged food, etc. with Boone Tavern.
- Art Accelerator:
 - Tim Wade and Justin Burton will be opening The Cabin of Old Town. The Grand Opening is Thursday, June 22nd at 1:00pm. They will continue their commitments as fellows in the program.
 - The fellows will participate at the July Craft Fair July 7-9 representing Gallery 123.
 - April Gallery Sales \$5,392.00
 - May Gallery Sales \$2,303.95
- Admin:

- Kentucky Tourism website yielded 1,233 inquiries about Berea between January and June.
- Michelle Allen will be hosting the training in the Broadway Center at 8am on Monday June 26th and 5:30pm on Tuesday June 27th. This is free from Berea Tourism
- Upcoming:
 - July 4th – July Spectacular
 - July 7-9 Berea Craft Festival
 - July 7-23 Festival of Learnshops
 - July 7th- September 8th, Levitt AMP Berea Music Series
 - July 28-29 Quilt and Fiber Extravaganza
 - July 29-30 Swing for a Cure

Advertising Update - Brand Advertising Group

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

Brand discussed the advertising they had done over the past year. They had run a focused campaign around specific demographics. Brand targeted adults 25+, women, and those with certain online behaviors. They also geotargeted certain areas of the United States, particularly the I-75 corridor. Brand used print, TV, digital ads, email blasts, and outdoor media (such as billboards) to promote Berea. Brand then reviewed information about the website traffic.

The new website was previewed during the meeting. They said that the site is very large, and still had work to be completed, but that the Commission and Tourism staff would receive a link to review what was up.

The current budget used is \$309,848 out of \$325,000, leaving \$15,152.

Goals for 2017/2018 include additional promotion of events on website and in the digital market, periodic email updates to community stakeholders, and launching the new website on August 1st.

Didiayer

Hensley discussed the upcoming Berea episode of *At Home with Didiayer* on the Hallmark Channel. The show, filmed in 2016, is set to air in September. Didiayer reached out to Kerri about an additional promotional package (email in minute book).

For \$250 Berea Tourism could purchase a 10-second voice over before two segments for the term of one year, and a banner advertising Berea on the website. The banner could continue for \$50 a month. Artists from Berea could also advertise and sell on the website for 15% commission as well.

For \$850, Berea could be advertised on a national level for a year.

Stone made a motion that within the cost parameters, within the context of how often the banner appears, and that the banner has a driver to the website (VisitBerea .com), she would move that the commission grant approval of this. Greathouse seconded. Motion passed unanimously.

Budget Items- Cheryl Stone

Stone wanted to clarify her letter on the budget that had been circulated at a previous meeting. This letter can be found in the minute book. Stone noted her qualifications for serving on the Tourism Commission, including her master's in Public Administration, work with the state on Tourism based economic development, and work with the Kentucky Artisan Center.

Motion to Adjourn

Gastineau made a motion to adjourn. Greathouse seconded. Motion passed unanimously.

Meeting adjourned at 6:05 pm.