

Berea Tourism Commission Minutes
Wednesday September 13, 2017 (Amended)

Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street
Business Session: Called to order at 5:05 PM, Reynolds presiding.

Commission Members Present: Ken Gastineau, Ahmad Reynolds, Pat Greathouse, Donna Robertson, Cheryl Stone, Dale Ballinger, Charles Arnold

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

Visitors Present: Mayor Steven Connelly, Randy Stone, Danny Isaacs, Ali Blair, Linda Ross, Ed LaFontaine, Jacqueline Bowling, Robert New, Tom Howser, Jeannie Hamilton Chapman, Gwen Childs, Andy McDonald, Anna Hartje Butcher, Grace Moses, Hannah Coldiron, Matthew Vaughn, Jo Mullins, Damen Moore, Domi Graves, Jeanie Howser, Greg Cappel

Approval of Agenda

Reynolds moved to approve the agenda with one amendment to add Swing for a Cure to the agenda.

Greathouse seconded.

Motion passed unanimously.

Approval of Minutes: August 9, 2017

Reynolds noted a typo on Business Session Minutes under Approval of Minutes for July 12, as Arnold making the motion, however he was not in attendance that day. Stone made the motion.

Arnold made a motion to approve the August 9 minutes with the following amendment; Stone moved to approve the July 12 minutes, not Arnold.

Seconded by Reynolds.

Motion carried unanimously.

Director's Report - Kerri Hensley

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

- Budget: Tourism Cash, \$374,160.
- Communications:
 - Social Media Updates:
 - Twitter: Around 16,000 impressions and around 213 total followers.
 - Facebook: 91 total "likes," 300-page views, 6,363 post engagements, and 193,001 people reached. (Brand Ads were also run during this time)
 - YouTube: 18,540 video views so far on 20 public videos.

- Instagram: Up to 1084 followers and making between 4,900 and 5,100 impressions weekly.
- Workshops:
 - **Artist Thrive Summit**- Set up registrations for workshops scheduled on September 7th. There were five different workshops being offered to Summit attendees: Blow Your Own Glass Ornament or Paperweight, Forged Copper Bracelet, Spinning Fine Wool Into Art Yarn, Stained Glass Suncatcher with Overlay, and Make a Mini Roundtree Broom – Intro to Broom Making.
 - **New Website and Shopping Cart/Fall HOW Event: October 7th and 8th** – We plan for the October HOW event to be the first event using the new website and ticketing system/ shopping cart. We have met with Brand for training on the new website. We have received proposals and have created listings in the new system for fiber art, broom making, jewelry making, glass and culinary classes for this event.
 - **Make It, Take It, Give It! 2017**- Instructors have received guidelines and proposal forms (deadline to submit proposals is September 11). We are currently working on securing space for the workshops. The creation of listing for each workshop on the new site will begin September 15th. Our proposed date to go live with the catalog and registrations is October 16th.
- It/Multi Media:
 - Edited and Delivered the Our Berea Short for Gilliam Gallery
 - Began Developing Photos for Festival of Learnshops
 - Photographed Several Levitt Amp Berea Performers
 - Helped transition URL and name servers to the new visitberea.com
 - Assisted in email issues resulting from name server changes
 - Completed maintenance, trouble shooting and updates for the website and media library
 - Filmed Our Berea interview for Old Town Candy Kitchen
- Group Tour Report:
 - **August 8th-10th** – Two adults from New Jersey who participated in the July Road Scholars program with Berea College and Berea Tourism enjoyed their hands-on classes and the town so much they returned with their 2 grandsons from Columbus OH for more hands-on classes.
 - **Later in month** – Worked with Berea College Sports Information dept. to compile detail list of hotels/motels in Berea and of Berea restaurants for visiting college sports teams. List included special hotel discounts for teams, etc. Berea College is now NCAA Div. III USA South, which means their opponents will be coming from farther distances and will be more likely to spend the night in town.
- Art Accelerator:

- July Gallery Sales \$2,467.90
- August Gallery Sales \$581.00
- The Fellows attended the Business Resources Exchange Training on Aug 24th from 2pm-6pm at the Berea Church of God. Presentation included discussions on business financing, government contracting and selling online.
- The Fellows participated in two tracts of the Artists Thrive Conference on September 7th from 11am-1pm and 6pm-8pm.
- Admin:
 - Visitbera.com website is live. We are currently being trained and making adjustments to the site.
 - One August 24th the Berea Craft Festival won the best Arts and Craft Fair in the Kentucky Living, Best in Kentucky awards at the Kentucky State Fair.
 - Hosted Linda Vaccariello editor at Indianapolis Monthly on September 6th. Linda will be writing a story on Make It, Take It, Give It for their December Issue.
 - The Emily Hall Tremaine Foundation held the Artists Thrive Summit. There were 150 regional and national arts administrators, community development organizations, funders, higher education institutions, and artists from September 6th-9th in Berea, KY.
 - The KY Chapter of American Planning Assoc. conference coming May 8th-12th, 2018.
 - The Annual Convention for the Rebuild National Park Society April 11th-15th, 2018.
 - Berea Chamber of Commerce is seeking volunteers for this weekend's events. Please contact Mr. Rowlette if you would like to volunteer.
- Upcoming:
 - 2017 Spoonbread Festival- September 15th-17th
 - 50th KY Guild of Artists and Craftsmen Fall Fair- October 14th-15th

Advertising Update – Brand Advertising Group

A full copy of the presentation is on record in the minutes book.

Brand discussed the new print that they are working on. This included Kentucky Living September Edition in the outdoor, and events section. Travel South Magazine September Edition in the food and, outdoor section. 2018 Kentucky Visitor's Guide and Group Travel Leader October Edition, they are both full page, and full color. Group Traveler is in a premium position.

Brand has also started a new calendar that will be added in the Berea Citizen once a month. They are working with the Tourism staff to make sure everything is listed. It should be listed the first of the month every month.

Digital Marketing include "Sounds Great!" that goes off of the Levitt Amp Berea Music Series. "Berea Where Art's Alive" and "Fall in love with Nature!" it's a great time to be out

and about, and enjoy the outdoors. Levitt Amp Berea Music Series, Berea Celtic Festival are targeted to a group of people using key words. They have also started a new animated digital ad for the Fall Mountain Folk Festival, Spoonbread Festival, and the Berea Travel Guide. These are bought ad spaces that you will see in other locations such as ESPN.

Digital Campaign Summary- Impressions: 837,879, Total Actions: 531

Brand also updated the web traffic report for August.

The current budget used is \$49,850, leaving \$285,150.

Quilt Extravaganza 2017- Gwen Childs

Childs thanked the City, Tourism and Parks Department for the support given for the event. This year the event was located at Foley Middle School, because of the new location only 11 vendors attended. Attendance has been dropping, however this year was the worst due to the fact that there are more Quilt Shows available. Because of the low attendance the board of directors has made a decision to not hold the event in 2018. That is not to say that they will not have the event in the future, but they are going to look at the event, and see if there is something they could do to improve the attendance. Childs hopes that this might open the doors for something better.

Special Purpose Government Entity SPGE- Mayor Connelly

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

Mayor Connelly received a letter about the inquiry to determine whether the Berea Tourism Commission is subject to the provisions of KRS chapter 65A. In summary, the Department of Local Government called Mayor Connelly and concluded that we fit the initial definition of a special purpose governmental entity. However, concluded that Berea Tourism meets the exclusion outlined in 65A.010(9)(d)(7). Because of the way the Berea Tourism Commission and the City of Berea work together “whose budget, finances, and financial information are fully integrated with and included as part of the budget, finances, and financial reporting of the city, county, or cities and counties in which it operates.” For this reason, the Berea Tourism Commission is a department of the city, and not an independent SPGE.

Levitt Amp Concert Series 2018 Application- Ali Blair

Blair spoke about the logo placement, how Berea Tourism was listed as a partner, and other partners that offered lodging. Preparing the numbers for the finances that are required from some of the partners, music licenses, and sponsors that she used. Next year’s application is due on October 2nd. Blair spoke about the diversity of the music, and the crowd that showed up for each event. Twenty-five businesses and organizations sponsored the event. Because of the information they received this year, they have plans that will help for next year. Some changes would be the time the event starts, looking at competing

festival dates, Berea College semester dates, and bringing in more diverse food, in larger quantities. Upgrading the sound and lighting, vendors and, advertising are some of the adjustments that will cost more money for next year. They are in the process of collecting surveys from the vendors, and have a meeting planned for the public to add comments. Blair asked the Tourism Commission to partner with the Levitt Amp Music Series, for an in-kind advertising commitment. They are also asking for a financial commitment of \$3,000. Blair believes that next year will cost \$100,000.00 to get the updates that are needed. Blair believes that this is a great event to get people to come and stay in Berea.

Hensley noted that the partnership agreement is due October 3rd, and thought it would be appropriate to vote now.

Stone moved that as we did last year we provide \$3,000 in match for the grant application for the Levitt amp concert series.

Stone amended her last motion and moved that we once again this year provide a \$3,000.00 match needed for the Levitt amp concert series, and in addition to that we provide \$1,500.00 worth of in-kind advertising.

Robertson seconded
Motion passed 4:2.

Hensley explained that with this type of agreement it helps if there are more partners, and that Tourism would be offering the same amount of support as last year. Also mentioned the other partners, and how they offered support for last year's event.

Ballinger moved to resend the vote, and open it for discussion and revote; seconded by Gastineau.
Motion passed unanimously.

Commission discussed their thoughts on continuing to be a partner and sponsoring the Levitt amp series for 2018.

Stone moved that the Tourism Commission once again partner with the Levitt amp concert series application by providing \$3,000 in match and providing \$1,500 in in-kind advertising.

Robertson seconded.
Motion passed 5:1.

Swing for a Cure

Howser thanked the Berea Tourism Commission for sponsoring the event Swing for A Cure, along with all of the other city departments that helped. Howser showed a 10-minute video that was made during the event. Howser spoke about plans for having an event next year,

and his hopes for support from the Tourism Commission. Howser ended his presentation by presenting to the Commission a framed picture to hang in the Welcome Center.

Grant Applications

The Tourism Commission recommended the following amounts to the listed organizations for advertising and promoting the events.

Berea Chamber of Commerce Granted \$5,000.00

Swing for A Cure Granted \$1,000.00

Berea Arts Council; Berea Quilt Extravaganza - Granted \$2,500. 00

For printing, postage, yard signs, and advertising. Event happened July 28 and 29, 2017.

Twilight Christmas Parade Granted \$1,000.00.

TV, Radio, and Print advertising.

Sustainable Berea Granted \$2,500.00

\$1,500.00 for sign 4x5, \$1,000.00 for educational brochures.

Battle of Richmond Granted \$1,000.00.

For advertising.

Berea Makers Market; Holiday Show Granted \$500.00.

For printing.

Berea Arena Theater; Year-Round Productions Granted \$2,500.00.

\$1,000.00 requested for printed material, \$1,000.00 Newspaper Advertising the Seeker, \$500.00 for postage.

Notion: Organization must distribute show information to local hotels and businesses.

Berea Celtic Festival Granted \$500.00.

For printed materials.

Arnold moved to approve the amounts as presented by Hensley.

Gastineau seconded.

Motion carried unanimously.

Cheryl Stone - Public Comment

Stone moved given the Commission's interest in providing accurate and timely information to the public, that questions involving research-specific information, data, or substantive matters be submitted to the Executive Director and/or Chair of the Commission no later than 48 hours prior to the Commission meeting. This does not apply to routine follow-up questions.

Seconded by Robertson.

Motion carried unanimously.

Public Comments

Ed Lafontaine thanked Tom Howser for the Swing for a Cure, and believes that Howser's event brought more people to town. He requested and received a copy of the Special Purpose Governmental Entity SPGE. He would like to see that Brand advertising add a line item for the billable hours to the budget list they provide, so that there is a little more detail.

Public Comments Continued

Tom Shultz asked how much money was available for the Grants. He believes that Levitt AMP deserves more money because of the possible budget increase of \$100,000.00.

Public Comments Continued

Jacqueline Bowling stated that it is not legal to take away Public Comment. Bowling would like for the Tourism Commission to have name plates, that list their name and the position they hold. Bowling commented on the letter from the Mayor; Special Purpose Governmental Entity SPGE, stating that the public does not know what was said during the phone call. Bowling stated that Berea College is not the number one draw to Berea. Bowling believes that the Tourism Commission needs to look at how many people attend the events and give those events more money.

Public Comments Continued

Ali Blair thanked the Tourism Commission for allowing there to be a Public Comment Section, and offered the idea to add a time limit to how long one person can speak.

Next Commission meeting

October 11th 2017

Motion to Adjourn

Gastineau moved to adjourn.

Robertson seconded.

Motion passed unanimously.

Meeting adjourned at 8:10 pm.