

Berea Tourism Commission Minutes (Amended)
Business Session
Wednesday, October 10, 2018
212 Chestnut St., Berea City Hall, Community Room

Business Session: Called to order at 5:04PM, Reynolds presiding.

Commission Members Present:

- Rick Thomas
- Cheryl Stone
- Ahmad Reynolds
- Ken Gastineau
- Dale Ballinger
- Patrick Huston
- Pat Greathouse

Support Staff Present:

- Kerri Lee Hensley
- Megan Hardy
- Jeffery Carpenter

Visitors Present:

- Ronnie Terrill
- Brian Ramsay
- Ethan Connely
- David Rowlette
- Sandy Rowlette
- Jacqueline Bowling
- Eddie Kennedy
- Gwen Childs
- Andy McDonald
- Laura Wick
- Bruce Fraley
- Mayor Steven Connelly
- Ali Blair

Approval of Agenda

Cheryl Stone motioned to approve the agenda; Dale Ballinger seconded. Motion carried unanimously.

Approval of Minutes: September 12, 2018

Ken Gastineau motioned to approve the September 12, 2018 Minutes; Rick Thomas seconded. Motion carried unanimously.

Approval of Special Called Minutes: September 25, 2018

Ken Gastineau motioned to approve the September 25, 2018 Minutes; Pat Greathouse seconded. Motion carried unanimously.

Officer Nominations

Greathouse motioned to approve the officer nominations of Ahmad Reynolds as Berea Tourism Commission Chairman, Dale Ballinger as Berea Tourism Commission Vice Chair, and Cheryl Stone as Berea Tourism Commission Treasurer; Pat Greathouse Seconded. 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 \$493,965.00

Communications

Aja compiled and distributed all event information including the October newsletter, the weekly events notice, promotional social media posts, and updated the website calendar. She collected all of the business information forms and began drafting the 2019 Travel Planner. She worked with Brand to create an online registration for the Battle of the Blacksmiths. BOTB t-shirt designs were finalized and ordered. She continued to work with Brand on updating the Berea trail maps, adding the newly completed expansion along Short Line Pike.

- Social Media Updates:
 - Twitter: Around 10,900 impressions and around 342 total followers.
 - Facebook: 6,600 total "likes," 551 page views, 6,521 post engagements, and 56,722 people reached. (Brand Ads were also run during this time)
 - YouTube: 22,000 video views so far on 47 public videos.
 - Instagram: Up to 1,282 followers.

Workshop Programs Report

Make It, Take It, Give It! 2018

Scheduled for weekends (Fridays, Saturdays and Sundays) November 23, 2018 thru December 16, 2018. This event features 30 different workshops (84 sessions) taught by 13 Berea teaching artists and craftspeople. Nine of the workshop offerings are new to our workshop programs and they are: Soxy Bookmark, Owl Ornament, Mini Stocking, Blown Glass Snowman, Blown Glass Pickle Ornament, Contemporary Free Form Stained Glass Clock, Forge a Spiral Candle Holder, Christmas Gnomes and Christmas Tree Paperweight. Registration for this event opened at VisitBerea.com on October 1, 2018.

Hands on Workshops

Early planning stages for Spring 2019.

Festival of Learnshops 2019

Dates are July 12-28, 2019 (Singing Bird Musical School will be July 30 – August 2, 2019)

It/Multi Media

Photographed Developed and Delivered Product Photo's for MTG 2018

Photographed and began development on Spoonbread Photos

Photographed Developed and Delivered photos of local shops and restaurants for guide and website updates

Worked on backing up and making redundancies of Berea media Library

Began concepts and discussions for new Social media campaigns.

Continued work on Tourism Logo

Sept Group Report

Thurs. Sept. 6th Group of 25 from the KY Environmental Conference held at Boone Tavern came to Old Town on the Trolley (provided by Tourism) to shop in late afternoon. We also provided 125 Welcome Bags for everyone attending the conference.

Mon/Tues

Sept. 10-11 Group of 45 from Georgia. Arranged musical entertainment for them on Mon. night. Tues. provided basic tour for them. Group overnighted 2 nights in Berea, had multiple meals at 2 different restaurants.

- Fri. Sept. 14th Group of 10 from Tennessee (church group). Thurs. night went to Jammin' on Porch. Fri. provided basic tour for them. Group overnigheted 1 night in Berea, ate dinner, breakfast and lunch in Berea.
- Tues. Sept. 28th Group of 48 from Louisiana. Provided basic tour for group. Ate lunch at Boone Tavern, then to KY Artisan Center for ice cream before heading out for home.

Art Accelerator

Gallery 123 had 472 visitors for the month of September. In house gallery sales totaled \$351. Accelerator sales at festivals and fairs for the month totaled \$2210. Wholesale sales totaled \$440 and online sales totaled \$324. Total sales by the accelerators for the month of September totaled \$3325.

Cynthia Main, our woodworker has gained national attention through New York Magazine in their article titled: "Brooms, the New Ceramics." Orders have been placed to her due to that article. She has also been approached for wholesale orders for retailers in San Francisco and London, England.

Jesse Albert Glenn has finished his first mural commission at the Knights Inn on Chestnut Street. He has been approached by two other building owners and is in the process of working on 2 new murals.

Stacey Sizemore had an exceptional weekend with her first 3-day show at the Spoonbread Festival. She stated that it was an important experience in her career as a craftsperson.

Cinnamon Callins has her first big Art Fair in Atlanta, GA the weekend of October 20th.

Gallery 123's kids and adult workshops continue to fill up. Gallery 123 and the Berea College Visitor's Center will be collaborating on a Halloween themed craft activity that will be held at the Gallery in late October.

Jeffrey Carpenter will be presenting a 3 -part lecture series on Craft in America during the month of January at the Madison County Library here in Berea.

The fellows are engaged in the Evolve program and just had their second session.

Administration

Provided Hospitality Training to area tourism related business Sept 18-19th

Sept 24th met with a Cincinnati travel writer doing a story for Hyde Park Living.

With the help of the state travel office landed in Foder's Travel in their piece entitled The State Offers 21 Uncommon Dishes You've Probably Never Heard Of.

Upcoming

KY Guild of Artists and Craftsmen October 13-14

Battle of the Blacksmiths October 20

Geocaching Weekend October 19-21

Celebration of Traditional Music October 25-27

Advertising Update – Brand Advertising Group

A copy is on record in the minutes book.

- Susie Merida began with a brief overview of Brand's advertising for the City of Berea including the types of campaigns they ran and their targeted demographic and areas, particularly along the I-75 corridor.
- Print Campaign:
 - Berea Citizen- October Edition ¼ page ad
 - Kentucky Living Magazine- ½ page and fractional ad, 47,000 homes get this magazine, and is the #1 magazine in the state of Kentucky.
 - Group Travel Leader- Full page ad, people who plan group travel get this magazine.
 - Travel Host- September/ October Issue- Full page ad
 - Cincy Magazine- October/ November Issue- ½ Page ad
- Digital Marketing:
 - 9/1 – 9/30
 - Ads Delivered: 1,078,757
 - Total Actions: 3,196
 - Target Areas: Detroit to Jacksonville- I-75 Corridor

Brand then showed photos of the digital ads for Discover Berea, Fall Mountain Folk Festival, Spoonbread Festival, KY Guild Fall Fair, and Cincy Magazine Web Banners

- Television
 - Select Markets
 - 15 Second Spot
 - Broadcast TV
 - Cable

- Travel Channel, Discovery, DIY, Weather Channel, and Outdoor Channel.
 - Various markets along the I-75 corridor.
- Web Traffic Report-
 - VisitBerea.com- Dates July1- August 31, 2018
 - Unique Sessions: 27, 315
 - Top 10 Markets
 - Lexington, KY
 - Louisville, KY
 - Atlanta, GA
 - Cincinnati, OH
 - Washington, DC
 - Cleveland, OH
 - Nashville, TN
 - Chicago, IL
 - Detroit, MI
 - Indianapolis, IN

Top 10 Pages Visited

- Home
- Calendar
- Shopping
- Workshops
- Staying
- Dining
- Berea Craft Festival
- Artists
- Exploring
- Spoonbread Festival

Website Demographics: Site Visitors

- 85.4% New Visitors
- 14.6% Returning Visitor

Year to Date Budget

- Broadcast \$107,000- actual YTD \$38,010
- Print/ Publications \$85,000- actual YTD \$5,020
- Digital Marketing \$56,000- actual YTD \$23,000
- Billboards \$20,000- actual YTD \$4,905
- Production/ Printing \$52,000- actual YTD \$12,825
- Creative \$30,000- actual YTD \$6,125
 - Total: \$350,000- actual YTD \$89,885
 - Remaining Budget: \$260,115

Brand then announced some upcoming October events that they planned on advertising including:

- Song Farmers Annual Gathering
- KY Guild of Artists and Craftsmen Fall Fair
- Geocaching Weekend
- Berea Battle of the Blacksmiths

- Celebration of Traditional Music
- Dacula: The New World
- Murder Mystery Dinner at the Historic Boone Tavern

Eddie Kennedy: Woodsongs

Eddie Kennedy thanked Berea Tourism for supporting the Berea Arena Theater. He said that he got the opportunity to be on TV to talk about Berea Arena Theater, and also brag on the City of Berea and Berea College. Kennedy announced that the Song Farmers national conference is currently being hosted in Berea, and on this coming Friday and Saturday there will be a free Song Farmers concert from 7-9 PM at the Berea Arena Theater. He explained that from the conference there are 350 people from 23 states and 50 chapters. Kennedy said that he is excited that the Song Farmers wanted to have the conference here in Berea, and thanked Berea Tourism again for their support and community involvement.

2018 Grant Applications

Swing for a Cure

Requested \$1,000

Granted \$1,000

Passed Unanimously

Battle of Richmond

Requested \$618

Granted \$1,000

Passed Unanimously

Berea Arena Theater

Requested \$2,500

Granted \$2,500

Pat Greathouse made a motion to grant Berea Arena Theater \$2,500. Ken Gastineau seconded the motion. Motion passed unanimously.

Berea Makers Market

Requested \$1,700

Granted \$1,000

Dale Ballinger made a motion to grant Berea Makers Market \$1,000. Pat Greathouse seconded the motion. Motion passed unanimously.

Celtic Festival

Requested \$1,700

Granted \$1,700

Dale Ballinger made a motion to grant the Celtic Festival \$1,700. Pat Greathouse seconded the motion. Motion passed unanimously.

Spoonbread Festival

Requested additional \$5,000

Granted additional \$2,000 (\$7,000 total)

Pat Greathouse made a motion to grant the Spoonbread Festival an additional \$2,000. Rick Thomas seconded the motion. Motion passed unanimously.

Sustainable Berea

Requested \$2,500

Granted \$2,500

Cheryl Stone made a motion to grant Sustainable Berea \$2,500. Pat Greathouse seconded the motion. Motion passed unanimously.

Berea Christmas Parade

Requested \$2,500

Granted \$1,000

Pat Greathouse made a motion to grant the Berea Christmas Parade \$1,000. Rick Thomas seconded the motion. Motion passed unanimously.

Levitt Amp

Requested \$7,000

Granted \$4,800

Cheryl Stone made a motion to grant Levitt Amp \$4,800. Pat Greathouse seconded the motion. Motion passed unanimously.

Kentucky Guild Craft Fair

Requested \$2,500

Granted \$2,500

Dale Ballinger made a motion to grant the Kentucky Guild Craft Fair \$2,500. Pat Greathouse seconded the motion. Motion passed unanimously.

Motion to Adjourn

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

Meeting adjourned at 7:03pm.