

**Berea Tourism Commission Minutes**  
**Wednesday October 11, 2017 Amended**

**Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street**  
**Business Session:** Called to order at 5:06 PM, Reynolds presiding.

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

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

**Visitors Present:** Susie Merida, Anna Hartje Butcher, Hannah Coldiron, Barb Sallee, Critley King, Tom Schultz, David Rowlette, Sharon Graves.

**Approval of Agenda**

Ahmad moved to approve the agenda. Stone seconded. Motion passed unanimously.

**Approval of Minutes: September 13<sup>th</sup>**

A motion was made to amend the phrase minute book to minutes book under Directors Report, Brand Advertising Update and, Special Purpose Government Entity SPGE. Also amended show listed under Berea Arena Theater Notion.

Reynolds moved to approve the September 13<sup>th</sup> minutes with amendments; seconded by Stone. 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, \$346,288.00
- Communications:
  - Social Media Updates:
    - Twitter: Around 9,205 impressions and around 215 total followers.
    - Facebook: 115 total “likes”, 272 page views, 4,216 post engagements, and 137,965 people reached. (Brand Ads were also run during this time)
    - YouTube: 18,623 video views so far on 23 public videos.
    - Instagram: Up to 1091 followers.
- Workshops:
  - Hands on Workshops 2017 (HOW17) Celebrate Fall in Kentucky HOW Event: October 7<sup>th</sup> and 8<sup>th</sup>: Registration for this event went live using the new website and

- shopping cart feature on September 22, 2017. This event features 7 Berea artisans and craftspeople teaching 8 different workshops (a total of 10 sessions) in fiber art, broom making, jewelry making, glass, gourd art and culinary arts. This event sold 33 tickets totaling \$2,988.00 in ticket sales. We have been communicating with Brand and met with them on September 29, 2017 to discuss various needs, features and processes of the new system. We sent out an email announcing the catalog and registration going live for this HOW event to all previous workshop attendees, customers that have signed up to receive information on this event as well as local businesses, Tourism Commissioners, Brand Advertising Group, Berea City Council and Berea City Administration. In addition, we sent a Press Release for HOW to our media outlets as well as our Tourism Commissioners and Brand Advertising Group.
- Make It, Take It, Give It! (MTG17): Dates for this event are weekends (Fridays, Saturdays and Sundays) November 24, 2017 thru December 17, 2017. This event will feature 30 different workshops taught by 14 Berea teaching artists and craftspeople. We have secured space for these workshops and have started setting up the workshop listings on our website/shopping cart. We will be live for this event in mid-October.
  - Festival of Learnshops 2018: Applications for FOL 2018 will go out October 13<sup>th</sup>. Dates are July 13-29, 2018.
- It/Multi Media:
    - Edited and Delivered the Our Berea Short for Old Town Candy Kitchen.
    - Began Developing B-Roll Film for Festival of Learnshops.
    - Scripted and recorded audio for Our Berea Owsley Fork.
    - Edited and delivered Our Berea Short for Owsley Fork.
    - Filmed Our Berea interview and B-Roll for Old Town Amish Store.
  - Group Tour Report:
    - Sept. 6: Met with Travel Writer from Indianapolis Monthly magazine. Escorted writer around art districts of Berea, etc. to give overview of areas, artists, opportunities. She is focusing her article on the Christmas season in Berea.
    - Sept. 8: Tour for group of 43 from Georgia. They also shopped and ate lunch in Berea.
    - Sept. 12: Tour for group of 45 from Arkansas. Had overnighted in Berea, meals in Berea, shopped.
    - Sept. 14: Tour for group of 43 from Tennessee. Had overnighted in Berea, meals, and shopped.
    - Sept. 20: Arranged music for tour group of 29 from Florida. Were having dinner in Berea.
    - Sept. 29: Hands-on classes for group of 40 from Alabama. Also arranged music for group and did tour. Group ate lunch in Berea and shopped.

- Sept. 30: Arranged hands-on class for group of 6 who were part of Women's Retreat in Berea.
- Art Accelerator:
  - September Gallery Sales \$982.00.
  - The Accelerators will be having an open house October 19<sup>th</sup> to showcase themselves and their work in the gallery.
  - Dwan Finney and Jonathan Dazo will have booths at the KY Guild Fair October 14 and 15. Tim Wade and Justin Burton will be at the South Elkhorn Show in Lexington, KY October.
- Admin:
  - Saturday, October 21<sup>st</sup> Anthea Gerrie from London will be on a media trip to the US sponsored by Wild Turkey Distillery. She has requested Berea as part of her tour. Anthea Gerrie writes for Food and Travel magazine, The Independent, mail on Sunday, Jewish Chronicle, in-flight magazines and international travel publications.
  - Meeting with the Ad Hoc Committee of Berea City Council and the Executive Committee of the Tourism Commission TBA.
- Upcoming:
  - 50<sup>th</sup> KY Guild of Artists and Craftsmen Fall Fair: October 14<sup>th</sup>-15<sup>th</sup>
  - George Oberst Dedication & Memorial Bike Ride: October 15<sup>th</sup> at 2pm
  - Gallery 123 Open House: October 19<sup>th</sup> 6-8pm
  - 4<sup>th</sup> Annual Geocaching Weekend: October 20<sup>th</sup>-22<sup>nd</sup>
  - Celebration of Traditional music: October 26<sup>th</sup> -29<sup>th</sup>

### **Advertising Update – Brand Advertising Group**

A copy is on record in the minutes book.

- Print Campaign: Kentucky Living: September Edition has a page in Festival Listing featuring Spoonbread Festival. Travel South Magazine: September Edition has a ½ page in Food Section and ½ page in Outdoor Section. KY Monthly: October Edition, and 2018 Kentucky Visitor's Guide. Group Travel Leader: October Edition customized the ad so that people could contact Connie Mondine. Berea Citizen: October Calendar listings. Oxford American Magazine: Special Music / Kentucky Issue. Kentucky Monthly Gift Guide has an ad listing shopping, gifts, and workshops (Make it, Take it, Give it).
- Digital marketing: Ads for "Sounds Great", "Berea Where Art's Alive", and "Fall in love with nature!". Short video ads come in 8 different sizes. There is one for Mountain Folk Festival, Spoonbread Festival, and Fall for Berea. Digital Ad Appearances are in

MarthaStewart.com, Kentucky.com, Parenting.com, CountryLiving.com, HuffingtonPost.com, CNN.com, NewYorker.com, RollingStone.com, USAToday.com, Chattanooga.com.

- Digital Campaign Summary - Impressions: 387,715, Total Actions: 3,088
- Digital Upcoming: KY Guild of Artists & Craftsmen Fall Fair, Geocaching Weekend, Celebration of Traditional Music, Tinsel & Treasures Holiday Vendor Market.
- Web Traffic Report: Sep. 1- Sep. 30
  - Unique Sessions 6,892
  - New Visitors 73.7%
- Year to date budget: Budget is \$335,000; Actual YTD \$85,372; Difference \$249,628

### **Spoonbread Report 2017 – David Rowlette**

Rowlette noted that lodging rates were up for the weekend. Some restaurants reported having an increase of 15%-30% over the last event. Lee's Famous Recipe had a record breaking day on Saturday. Events they brought back were the cornhole tournament on Friday night, and the dog show. Tourism granted \$5,000 for advertising, they spent a total of \$11,200 on media campaign. This does not include in-kind that some business gave. 19,000 people said they were attending Friday on Facebook. Berea Chamber of Commerce has to raise around \$100,000 to pull off the event. They had a record year for sponsorships and vendor participations. For the first time they had an ATM available inside the Russel Action Folk Center, a total of \$21,000 was pulled from this ATM. Light House allowed parking in their green space, Foothill double the number of shuttles. Dates are set for next year. Surveys were handed out, and are now being received. Rowlette thanked the Commission for the advertising budget.

### **Battle of Richmond Report 2017 – Sharon Graves**

Graves handed out a paper with the totals on each day. Saturday, they had a total of 114 counties, 40 of them were separate. Sunday, they had a total of 77 counties, 27 of them were separate. Total amount of people attended were 129, there were a total of 13 vendors, 2 of which were food vendors. Graves thanked the City of Berea for the tent provided, and the setup/take down. Grant money went towards the 6-passenger golf cart that transports people. Graves asked for banners that represent Berea Tourism to go on these golf carts. Graves thanked the Berea Tourism Commission for the grant money and the help for the event this year.

### **Public Comment**

Stone, and Robertson would like to see the social media listed in a graph, to help visualize the changes in the trends.

### **Motion to Adjourn**

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

Meeting adjourned at 5:57 pm.