

Berea Tourism Commission Minutes

Wednesday January 10, 2018

Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street
Business Session: Called to order at 5:03 PM, Reynolds presiding.

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

Support Staff Present: Kerri Lee Hensley, Nancy Conley, Aja Croteau

Visitors Present: Steven Connelly, Ethan Connelly, Critley King, Susie Merida, Barb Sallee, Hanna Coldiron, David Rowlette, Lisa Yeager

Approval of Agenda

Gastineau moved to approve the agenda; seconded by Stone. Motion carried unanimously.

Approval of Minutes: November 8th 2017

Robertson moved to approve the November 8th minutes; seconded by Stone. Motion carried unanimously.

Approval of Minutes: November 15th 2017 Special Called Meeting

Reynolds asked for clarification on the name “Stone” and if it was referring to Cheryl or Randy. Robertson moved to amend the minutes by adding first names to “Stone”, which appears multiple times, to clarify between Commissioner Cheryl Stone and City Administrator Randy Stone. Cheryl Stone seconded the motion. Cheryl Stone walked through the minutes and clarified which statements were hers and which were Randy Stone’s. Robertson moved to approve the November 15th 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, \$471,438.00
- Communications: Aja compiled and distributed all event information including the January newsletter, the weekly events notice sent to local businesses, promotional social media posts, and updating the website calendar. She updated pages on the website, adding photos and making formatting more consistent. She worked with Michael to schedule 1 OurBerea video interview during November, and shared two new videos online according to their biweekly schedule. She appeared on ABC36 local news with Mary Colmer from Weaver’s Bottom to promote the Make it, Take it, Give it workshop series and Christmas shopping in Berea. She created the newest version of the hotel event poster, advertising events throughout Berea for January and February. These printed posters have been distributed to all hotels within Berea.

- Social Media Updates:
 - Twitter: Around 11,600 impressions and around 253 total followers.
 - Facebook: 5,594 total “likes”, 414 page views, 2,918 post engagements, and 7,360 people reached. (Brand Ads were also run during this time)
 - YouTube: 19,226 video views so far on 30 public videos.
 - Instagram: Up to 1,121 followers.
- Workshops:
 - Make It, Take It, Give It! 2017: Fourteen of Berea’s artists led 43 workshop sessions over a 12 day period (four consecutive Fridays, Saturday and Sundays). Patrons joined us from 7 states (KY, MI, TN, FL, OR, VA and IN) and DC. We had a total of 91 patrons, 13 of which were Berea’s. This event sold 141 ticket registrations totaling \$10,396.00 in ticket sales. In comparing this year’s MTG numbers to last years, we are down in the number of registrations. The two most significant factors in the decreased numbers include the growth of the HOW program as well as Weston Glass Studio handling their own workshop registrations during this event.
 - Hands on Workshops 2018: The February 10 and 11, 2018 HOW event catalog and ticket registrations went live on January 5, 2018. Seven of Berea’s artists are offering 11 different workshops, a total of 15 sessions. The workshops include creating a hand blown glass heart paperweight, decorating a cake to look like a puppy, making Viking love potion (mead/honey-wine), beaded jewelry creations, embroidery, felting a wooly valentine pin, forging decorative hooks, a letter opener, a leaf key ring or a camp knife and constructing a half dozen cornhusk roses. Two classes have already sold out, the blown glass paperweight and the puppy cake class, and an additional class has been added for the puppy cake workshop.
 - Festival of Learnshops 2018: The proposal deadline has passed and we have accepted over 120 proposals. We are excited about the variety of proposals including new learnshop offerings from veteran instructors as well as new instructors. We are working on securing and scheduling space. The catalog and registration will be available at visitberea.com in mid-March. Nancy Conley described some of the new mediums that have been proposed for their year’s classes, including dance, pottery, and toolmaking. Hensley will have a more complete presentation on new instructors and classes at the February meeting.
 - Year to Date Workshop Program Stats: Our programs for 2017, as a whole (MTG, HOW, and FOL) totaled 1546 ticket registrations equating to \$124, 459.20 in ticket sales for 2017. This is the second to highest revenue year. Last year (2016 our highest) had the greatest revenue, \$125, 867.50.
 - For workshops, Berea Tourism retains a percentage of registration fees for administrative costs and the rest of the fee goes to the instructor. The instructors name

their price initially and Tourism calculates the added percentage. The percentage will be 15% for this year's Festival of Learnshops. It has been 10% in the past.

- It/Multi Media:
 - Edited and Delivered the Our Berea Short for Jon Dazo Clay
 - Edited and Delivered the Our Berea Short for Clementine's Bakery
 - Began Editing for Dwan Finney Art
 - Berea Video Tour revisions
 - The Dwan Finney Art video was shown at the meeting, and is set to publish on the Berea Tourism Facebook page at 8pm on the evening of this meeting.

- Group Tour Report:
 - Nov. 16: Hunter Hills Elementary from London, KY came for an Arts Across the Curriculum visit. Eight artists demonstrated to 100 children.
 - Nov. 30th- Dec. 1st: KY Senate Majority Caucus Retreat was held at Boone Tavern. Took 6-8 spouses on Foothills shuttle to various art districts, did driving history tour, arranged for college Craft tour, etc. Group also did blown glass ornament class. One overnight, arranged for trolley to transport entire Senate group back and forth to Churchill's building for evening event.
 - Dec. 2nd: Provided a "meet-n-greet" for group of 50 from Ohio in Old Town.
 - Dec. 12th: Road Scholar group did Blown Glass ornament class
 - Dec. 13th: Road Scholar group did Basket making class
 - Dec. 13th: Arranged for musical entertainment for group of 100 from Ohio

- Art Accelerator:
 - November Gallery Sales \$365.40
 - Continuing their AIR Evolve courses.
 - Working on production for KY Crafted – The Market.
 - It was arranged with the AIR Institute Director, Beth Flowers, that Tourism would provide some of the program's transportation cost at the Berea College rate. Tourism provided funds for the program's trip to Hindman, KY.

- Admin:
 - Levitt Amp Berea received a \$25,000 match grant for the 2nd year in a row! One of 15 cities around the country that will receive this match from the Levitt Amp Foundation. There will be 10 weeks of music every Friday this summer!
 - Presented to the Exchange Club December 4th.
 - On December 12th met with hoteliers in Berea that are interested in forming a Hotel/Motel Association.

- Briana Daughtery resigned. We are seeking to fill the Full Time Office Manager Position. We received applications from HR on Jan. 8th and they are being reviewed now.
- Working on budget and amended budget worksheets for your review in February.
- The Berea 2018 Visitors Guide will ship next week.
- The Berea College Forestry Outreach Center opened to the public on Tues, Jan 9th. The Center will be open 10am-3pm Monday –Saturday during the winter months.
- Upcoming:
 - Berea Arts Council Acrylic Workshop Jan 15th -Feb 19th
 - The Spotlight Playhouse Three Tall Women January 19-21
 - All A Classic in Richmond January 24-28th, 2018
 - The Spotlight Playhouse Disney’s The Aristocats Kids February 1-4
 - HOW February 2018 – February 10 & 11th
 - Berea Arts Council Stepping Out for Art February 24th

Advertising Update – Brand Advertising Group

A copy is on record in the minutes book.

- Print Campaign: Oxford American Magazine: Special Music / Kentucky Issue. Horizon Travel & Lifestyle Magazine featured a full page “Art and More” ad in their insert in the Wall Street Journal. The Berea Citizen featured an event calendar for the month of December. Make it, Take it, Give it posters were designed, printed, and distributed. Two full page, full color ads were placed in the Richmond Register advertising Make it, Take it, Give it and the December Calendar of Events. They were featured in the paper on November 30th and December 7th. A print ad was designed for the Kentucky Crafted the Market Program advertising the 123 Gallery.
- 120 spots on the ABC Good Morning American Screen located in Time Square, NYC were secured and displayed November 22nd-26th.
- Digital marketing: Ads for Home and Hearth Christmas Bazaar, Berea Maker’s Market Holiday, Twilight Christmas Parade, Make it, Take it, Give it, and Visit Berea- Shopping, Holidays
 - Digital Campaign Summary - Impressions: 1,694,331, Total Actions: 63,861, Site Visits: 1,945
- Digital Upcoming: Pins & Needles Retreat, Hands on Workshops, Travel Planner, 2018 Festival of Learnshops & Berea Craft Festival Planning.
- Make it, Take it, Give it - 148 TV spots aired 11/17 – 12/23 for Lexington DMA. Almost as many bonus spots were also negotiated and aired. 4 TV Interviews aired between 11/21 and 12/12.
 - Aja Croteau and Joan Beck of Fiber Frenzy appeared on LEX18 Live with Lee and Hayley on 11/21.

- Meghan Smith appeared on the Fox56 Morning show on 11/24.
- Aja Croteau and Jeff Farmer, blacksmithing instructor, appeared on abc36 Good Day Kentucky on 11/30.
- Aja Croteau and Mary Colmer of Weaver's Bottom appeared on WKYT's Afternoon Show on 12/12.
- Make it, Take it, Give it Web Banner was displayed on the visitbera website, and posters were hung up around town.
- Web Traffic Report: Nov. 1- Nov. 30
 - Unique Sessions 6,351
 - New Visitors 73.4%
- Web Traffic Report: Dec. 1- Dec. 31
 - Unique Sessions 4,493
 - New Visitors 76.2%
- Year to date budget: Budget is \$335,000; Actual YTD \$158,479; Difference \$176,521

A copy of the 2018 Travel Planner was passed around for the commission to view. Robertson expressed that she wished the Levitt AMP Series had been put in the planner, but understood that the deadline for the planner was before the Levitt AMP winners were announced. Barb Sallee and Hensley explained that it can be added to the digital copy of the planner that is available for download on visitbera.com. A special insert can also be sent with the 2018 guides when requested via mail through the website. Hensley introduced Tourism's most recent initiative, a coupon rack card to be made available beside the 2018 Travel Planner at the Welcome Center and the Kentucky Artisan Center. Croteau expressed that it may also be possible to advertise the Levitt Series somewhere on this card. Robertson expressed that she would like to see a rack card made exclusively to advertise the Levitt AMP Series once the program's schedule is determined. Robertson also expressed that she likes the idea of the coupon rack card. Robertson remembered one business having an issue with the 2017 planner and asked if any other businesses had expressed a problem with the 2017 travel planner. No one present at the meeting knew of any other business with a complaint. Stone expressed that she liked the 2018 planner design. An official 2018 guide will be brought to the February meeting for commissioners to see. Robertson asked that Hensley invite Ali Blair to come to the February meeting to give updates on Levitt AMP 2018. Hensley agreed to invite Blair to the next meeting. Stone asked about the reasoning behind numbering businesses by location as opposed to alphabetical order. Barb Sallee from Brand Advertising Group explained that the decision came from multiple years of positive feedback on this numbering system. Hensley explained the process of gathering information for the travel planner, noting that all information appears exactly as it is given by businesses, and if a potential mistake is noticed, tourism staff follows up to make sure information is accurate. Stone praised the continued inclusion of quick serve restaurants in the dining section.

Review of Request For Proposals for Art Accelerator Program Consultant

A copy of the RFP and the submitted proposal from Judy Sizemore are available in the minute book.

Stone asked if the RFP was published in any newspapers. Hensley answered that it was not due to the limited timeframe of the project. The RFP was sent out to a list of relevant organizations and institutions on December 8, 2017 and the deadline for proposals was December 28, 2017. A

list of parties who received the RFP is included at the end of the RFP document and was reviewed aloud by Hensley. Reynolds asked if the deadline needed to be extended since there has only been one proposal submitted. The commission reviewed the proposal, submitted by Judy Sizemore. Hensley shared that the deadline for the Art Accelerator Program fellow applications is in mid-April, as she would like to send out offers to applicants in May 2018. Because of this deadline, she would like to have applications available as soon as possible, dictating the need to hire a consultant very soon. Gastineau expressed that he doesn't feel there is time to extend the RFP deadline, as it would set the entire process behind by at least one month. Gastineau also expressed that he feels Sizemore will be capable of taking on this project. Robertson felt that list of entities who received the RFP looked good. Robertson shared that she believes Sizemore is qualified for the position and hopes she will expand the program applicant pool. Robertson also noted that she appreciates Sizemore's focus on recruiting on the "national level," which is what the commission has discussed previously. Stone expressed that she believes Sizemore is extremely qualified for this project but that she would have liked for the RFP to have been published so the public could have access to this opportunity and so more people could have been reached. Stone also shared that she feels Sizemore's previous work with Berea Tourism has always been good and she expects that would be the case with this project as well. Stone would like the RFP to be sent out publicly and earlier next year if one is sent out. Reynolds expressed that he feels Sizemore would be a good ambassador for this project. The commission reviewed Sizemore's proposed timeline and discussed amendments to that timeline. The commission decided that Sizemore should stay on as a consultant until the Art Accelerator Program application process is complete, which is marked by the final selection of new program fellows.

Robertson moved to approve hiring Judy Sizemore as the Art Accelerator Program Consultant, effective immediately with the proposed budget and stipend rate outlined in the proposal, with the discussed amendments to the timeline. Stone seconded the motion. The motion carried unanimously.

Tourist and Convention Commission Members Continuing Education Jan 18

A copy of the retreat information and speaker biography page are on record in the minutes book from the November 2017 meeting.

Hensley has confirmed that the training session, led by Marchetta Sparrow will take place on Wednesday, January 24th from 2-5pm at Boone Tavern. Hensley will be sending more information on the training to commissioners via email within the next few days.

Hensley shared that Charles Arnold resigned from the Berea Tourism Commission in December 2017 and that Mayor Connelly has appointed Rick Thomas to the commission to serve the remainder of Arnold's term. The commission is also waiting for the appointment of a new Chamber of Commerce representative to replace Dale Ballinger¹.

Hensley also shared that the 2018 Berea Craft Festival information, including the vendor application, is now available on visitberea.com and by calling the welcome center.

¹ Dale Ballinger was re-appointed by Mayor Connelly in December 2017 but due to the holidays, the completed paperwork had not yet been shared with the Tourism office at the time of this meeting.

Public Comment

There were no public comments.

Motion to Adjourn

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

Meeting adjourned at 6:20 pm.