

**Berea Tourism Commission Minutes**  
**Business Session**  
**Wednesday, February 13, 2019**  
**212 Chestnut St., Berea City Hall, Community Room**

**Business Session:** Called to order at 5:09PM, Ballinger presiding.

**Commission Members Present:**

- Rick Thomas
- Cheryl Stone
- Ahmad Reynolds
- Dale Ballinger
- Patrick Huston
- Charles Saunders

**Support Staff Present:**

- Kerri Lee Hensley
- Megan Hardy
- Jeffery Carpenter

**Visitors Present:**

- Ronnie Terrill
- Jacqueline Bowling
- David Rowlette
- Jim Davis
- Susie Merida

**Approval of Agenda**

Cheryl Stone motioned to approve the agenda; Patrick Huston seconded. Motion carried unanimously.

**Approval of Minutes: January 9, 2019**

Rick Thomas motioned to approve the January 9, 2019 Minutes; Patrick Huston 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 \$304,070.00

### **Communications**

Aja compiled and distributed all event information including the February newsletter, the weekly events notice sent to local businesses, and promotional social media posts. She began updating information on the website to match the 2019 Travel Planner. She worked with the Richmond Register to highlight Berea in an article about free family activities in Madison County. She showed a Keith Norris from CityView Magazine around town for his article highlighting Berea as a day trip destination. She worked with Brand to update the online version of the 2019 Travel Planner. She continued working on updating the Berea History signs located in the Artisan Village and at the Artisan Center. She began working on a new rack card to promote resale/ antique businesses in Berea. She worked with Connie to develop a poster for Connie's new themed group tour.

- Social Media Updates:
  - Twitter: Around 7,822 impressions and around 365 total followers.
  - Facebook: 6,798 total "likes," 372 page views, 1,870 post engagements, and 9,983 people reached. (Brand Ads were also run during this time)
  - YouTube: 23,700 video views so far on 47 public videos.
  - Instagram: Up to 1,303 followers.

## **Workshop Programs Report**

### **Hands on Workshops Feb., April and May Registration Information**

As of February 1, we have sold 54 registrations totaling \$3,807.00 in gross revenue. There are 26 registrations for the February 9 and 10 offerings, 14 registrations for the April 13 and 14 offerings and 14 registrations for the May 11 and 12 offerings.

### **Festival of Learnshops July 12 thru August 2, 2019 Overview**

Festival of Learnshop will present Singing Bird Musical School, July 31 – August 2, 2019. Currently, 163 proposals have been accepted, 66 are new offerings. These proposals have been submitted by 81 instructors, 16 are new. Registration is planned to go live on March 1, 2019.

KY Artisan Center at Berea will host the “Art of the Learnshop”.

### **It/Multi Media**

1. Developed and Delivered Photos of Christmas parade
2. Photographed, Developed and Delivered Product Shots for KY Artisan Center
3. Photographed Developed and Delivered Food Photos for Artisan Cafe
4. Photographed Developed and Delivered Food Photos For Papalenos
5. Photographed Developed and Delivered Food Photos For Smokehouse Grill
6. Photographed Developed and Delivered Food Photos For Smokin Jax BBQ
7. Photographed Developed and Delivered Food Photos For Old Town Amish Store
8. Photographed Developed and Delivered Photos For HOW Products
9. Photographed Developed and Delivered Portraits for Gwen Heffner and Rebekah Johnson

### **Jan Group Report**

Jan. 23-24<sup>th</sup> Organized and ran a Pre-FAM tour for 13 tour owners/representatives, 2 KY State Tourism reps. The Pre-Fam was held before the ABA conference in Louisville to familiarize owners with an area in hopes they will bring groups back. The Pre-Fam consisted of tours of various art districts overnight and meals at Boone Tavern, music after dinner, hands-on classes with local artists, additional music on second day and site visit at Holiday Inn Express. Overview of all activities available for groups, of restaurants and accommodations for groups, etc was also given. Owners were from Canada, Chicago, New York, California, Florida, Pennsylvania, Tennessee, and Virginia.

Jan. 26<sup>th</sup>-29<sup>th</sup> Attended ABA (American Bus Association) held this year in Louisville KY. Had scheduled appointments with 31 tour companies from around the US and Canada. Also, was one of a hand full of tourism offices/reps invited by US Tours, one of largest in the eastern US, to a private dining function to meet additional owners/operators due to the service and quality we provide.

### **Art Accelerator**

The gallery had 229 visitors for the month of January. Inside sales were \$528 dollars. Fellows had \$975 in outside sales for the month. They hosted 37 homeschoolers for a paint party and it was a huge hit and they have rescheduled one for the middle of March.

Jeffrey has created a new artist prospectus and application process for the upcoming accelerator group beginning July 1<sup>st</sup>. The application will be sent to various art colleges, art centers, and through various job headhunters such as Indeed. It will be released March 1 and the application process will begin with all applications due March 30<sup>th</sup>. Vetting will begin soon after.

The gallery is re-opened on Broadway! A grand re-opening will be held on March 9<sup>th</sup>.

### **Administration**

Working with the Art Accelerator Manager on revamping the application and preparing with distribution, KY Craft Market and moving into new space.

Meeting with July Craft Fair Coordinator on vetting applications.

Working with Mayor Fraley, Street, Codes and Mr. Leeds on preparing Hotel space for rental.

Save the Date: Our tentative dates for Strategic Planning are April 12 & 13.

### **Upcoming**

March 28-30 Spring Mountain Folk Festival

April 26-28 Hands Four Spring Dance

July 19-Oct 4 Levitt Amp Series

### **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:
  - KY Visitor's Guide- Inside Front Cover, Full Page
  - 2019 Travel Planner
- Digital Marketing:
  - 1/1 - 1/31
    - Ads Delivered: 114,086
    - Total Actions: 2,067
    - Target Areas: Detroit to Jacksonville- I-75 Corridor

Brand then showed photos of the digital ads for Discover Berea, Experience Berea, and a social media advertising example for Hands on Workshops (H.O.W.)

- Web Traffic Report-
  - VisitBerea.com- Dates October 1- November 27, 2018
  - Unique Sessions: 19,309
  - Top 10 Markets
    - Lexington, KY
    - Louisville, KY
    - Nashville, TN
    - New York, NY

- Cincinnati, OH
- Detroit, MI
- Chicago, IL
- Washington, D.C.
- Atlanta, GA
- Portland, OR

#### Top 10 Pages Visited

- Workshops
- Shopping
- Calendar
- Dining
- Staying
- Artists
- Berea Craft Festival
- Checkout
- Exploring
- History

#### Top 10 Traffic Sources:

1. Google / Organic
2. Remarketing / Web Visitors
3. Direct
4. Facebook / Referral
5. Bing / Organic
6. Yahoo / Organic
7. OhioFestivals.net / Referral
8. Early Registration Notice MTG18 / Email
9. DuckDuckGo.com / Referral
10. Berea.edu / Referral

#### Year to Date Budget

- Broadcast \$109,000- actual YTD \$68,590
- Print/ Publications \$65,000- actual YTD \$35,517
- Digital Marketing \$64,000- actual YTD \$47,500
- Billboards \$20,000- actual YTD \$11,445
- Production/ Printing \$62,000- actual YTD \$51,030
- Creative \$30,000- actual YTD \$28,075
  - Total: \$350,000- actual YTD \$242,157
  - Remaining Budget: \$107,843

### **Art Accelerator Application**

Jeffrey Carpenter went over and explained his prospectus for the Art Accelerator Program. The prospectus will be accessible by a link to Google Docs, and will allow potential fellows to upload photos of their work and references into one secure place. Carpenter mentioned that the Communications Manager is in the process of creating an official form for the Prospectus that will have a link to google docs.

### **Matching Funds**

Kerri Hensley explained a new process for grants. Hensley said that the process would be a reimbursement program like the one from the state. The organizations would submit their receipts and get a 50% grant match. Hensley explained that the change in the grant process is necessary so that the process is more streamlined, and Tourism will have a paper trail that will hold everyone accountable.

### **Spotlight Acting School Grant Application**

Ahmad Reynolds discussed the situation about Spotlight Acting School's grant application with the commission. Reynolds said that he thinks that this was an odd case, and doesn't see fault on either side. Rick Thomas then made a motion to grant Spotlight Acting School \$1,000 out of the Special Programs budget line item. Cheryl Stone seconded. Motion passed unanimously.

### **March 13, 2019 meeting to be moved to March 12, 2019**

Kerri Hensley requested that the March 13, 2019 meeting be moved to March 12, 2019 due to being out of town on that date. The commission agreed to the date change unanimously.

### **Motion to Adjourn**

Ahmad Reynolds made a motion to adjourn. Rick Thomas seconded. Motion passed unanimously.

Meeting adjourned at 6:11pm.