

Berea Tourism Commission Minutes
Business Session
Wednesday, April 10, 2019
212 Chestnut St., Berea City Hall, Conference Room

Business Session: Called to order at 5:05PM, Reynolds presiding.

Commission Members Present:

- Ahmad Reynolds
- Dale Ballinger
- Rick Thomas
- Patrick Huston
- Charles Arnold
- Linda Ross

Support Staff Present:

- Kerri Lee Hensley
- Megan Hardy
- Jeffery Carpenter

Visitors Present:

- Susie Merida
- Anna Hartje-Butcher
- Jaqueline Bowling
- David Rowlette
- Ronnie Terrill
- Martina Leforce
- Tim Harding
- Mayor Bruce Fraley

Approval of Agenda

Reynolds motioned to make an amendment to the agenda, for the treasurer position nomination to be added to the agenda; motion carried unanimously.

Approval of Minutes: March 12, 2019

Dale Ballinger motioned to approve the March 12, 2019 Minutes; Rick Thomas seconded. Motion carried unanimously.

New Commissioners Appointed

Charles Arnold and Linda Ross were appointed to serve as members on the Berea Tourism Commission. Arnold and Ross then introduced themselves, and were welcomed by the commission.

Director's Report – Kerri Hensley

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

Budget

Tourism Cash \$321,788.31

Communications

Megan compiled and distributed all event information including the April newsletter, the weekly events notice sent to local businesses, and promotional social media posts. She has attended meetings for the Shop Local Berea event coming up on April 13-20, and has been keeping the website up to date. She is currently in the process of planning a quarterly training on Google Business Verification on Thursday, April 18, 2019.

- Social Media Updates:
 - Twitter: Around 5,096 impressions and around 375 total followers.
 - Facebook: 6,874 total “likes,” 562 page views, 2,005 post engagements, and 20,703 people reached. (Brand Ads were also run during this time)
 - YouTube: 24,665 video views so far on 47 public videos.
 - Instagram: Up to 1,368 followers.

Workshop Programs Report

Hands on Workshops Feb., April and May Registration Information

As of March 31, we have sold 76 registrations totaling \$5,331.00 in gross revenue. Currently there are 21 registrations for the April 13 and 14 offerings and 27 registrations for the May 11 and 12 offerings. (We had a total of 28 registrations for the February 9 and 10 offerings, totaling \$1,855.00 in gross revenue.)

Festival of Learnshops July 12 thru August 2, 2019 Overview

Festival of Learnshop (FOL) registration opened March 8, 2019 on VisitBerea.com. As of

March 31, 2019, we have sold 381 registrations totaling \$31,584.00 in gross revenue. For the first time, we have learnshop t-shirts for sale! Currently we have sold nine t-shirts totaling \$180.00 in gross revenue.

It/Multi Media

Reorganized Berea Media Library for easier browsing

Photographed, Developed and uploaded images of store fronts and interiors for library and brochure use.

Began File Back-up organization of the last 8 years for hard drive storage and easier browsing/access.

Micheal Mathews last day was April 7th. We will not be replacing that position but will be contracting out the work.

March Group Report

Spent month following up with owners/operators at ABA and Travel South conferences who are planning on coming to area in 2019 and 2020.

L&N Day is June 1st. Worked with Scharme to design and print new rack card. Contacted all previous exhibitors to attend this year's event.

Art Accelerator

The Art Accelerator program had 461 visitors for the month of March. They were closed 4 days due to participating at Kentucky Crafted March 14-17 at the Alltech Arena. The sales for that event were \$2109.83. Gallery sales were \$789.30. Cynthia Main, our woodworker, was one of only 14 women craft persons chosen for the International Women's Summit Renegade Craft market being held at the Lincoln Center, NY on April 10 through April 12. The opening night of the summit the market will be open only to VIP's including Oprah Winfrey and Anna Wintour, of Vogue Magazine. The presenters will be given around \$1000 each to spend as a gift of the summit producers. This is one of the most prestigious craft shows in the United States. Berea materials will also be handed out to the customers!!!

Jesse Albert Glenn has almost completed his latest mural on N. Broadway Street. Bob Dylan will be featured with a quote from one of his songs.

The call for artists were announced on March 1 and emails with the prospectus were sent to multiple art and craft schools, art and cultural organizations, art publications, and on Indeed. We were sent emails from the Corcoran School of Art via Georgetown University, Savannah School of Art, Maine College of Art, and Ringling School of Art stating they put our prospectus on their job web sites. We have 17 candidates vying for the position of Art Fellows for our class of 2019-2020. Word is spreading about this unique opportunity and folks have commented about how important and vital this program could be in other towns and cities. Many calls and emails were answered regarding more information.

The 17 candidates look to be very strong for the program. Jeffrey is excited to start the vetting and interview process for next year's group.

Administration

Presented to Leadership Madison County on March 5th. Talking about the role of tourism and the benefits we bring to the community.

Attended the Gallery 123 Grand Reopening on March 9th and KY Crafted March 14-16th.

Conducted interviews for the Communication Manager position.

Attended the KACVB Conference in Louisville, KY.

The Festival of Learnshop catalogs are printed. They will be inserted in the Berea Citizen, Hazard Herald, Lexington Herald Leader, Morehead News, Richmond Register, Somerset Commonwealth Journal and Williamsburg News Journal during the week of May 6th.

Strategic Planning meeting Friday, April 12 & Saturday, April 13

Upcoming

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:
 - Berea Citizen, April Edition, 1/4 Page
 - TravelHost of the Bluegrass- March/ April Issue, Full Page
 - Kentucky Living, April Issue, 1/3 Page
 - The Lane Report, April Issue, Half Page
 - The Kentucky Crafted Market Program, Inside Front Cover, Full Page
 - Grant County News, April, Four Full Page Ad Inserts

Brand then presented the updated billboard design to the commission.

- Digital Marketing:
 - 3/1 – 3/31
 - Ads Delivered: 137,958
 - Total Actions: 914
 - Target Areas: Detroit to Jacksonville- I-75 Corridor

- Web Traffic Report-
 - VisitBerea.com- Dates March 1- March 31, 2019
 - Unique Sessions: 10,400
 - Top 10 Markets
 - Lexington, KY
 - Louisville, KY
 - Nashville, TN
 - Cincinnati, OH
 - Indianapolis, IN
 - Chicago, IL
 - Detroit, MI
 - Knoxville, TN
 - Washington, DC
 - Atlanta, GA

Top 10 Pages Visited

- Workshops
- Home
- Checkout
- Calendar
- Shopping
- Staying
- Artists
- Dining
- Berea Craft Festival
- Festival of Learnshops

Top 10 Traffic Sources:

1. Google / Organic
2. Direct
3. Early Registration Notice FOL 19 / Email
4. BAG/ Retargeting
5. Facebook / Referral;
6. Bing/ Organic
7. BAG / Facebook Ad
8. Yahoo / Organic
9. Web Visitors / Remarketing
10. ChumpLady.com / Referral

Year to Date Budget

- Broadcast \$109,000- actual YTD \$66,696
- Print/ Publications \$65,000- actual YTD \$50,199
- Digital Marketing \$64,000- actual YTD \$54,050
- Billboards \$20,000- actual YTD \$14,715
- Production/ Printing \$62,000- actual YTD \$65,900

- Creative \$30,000- actual YTD \$28,450
 - Total: \$350,000- actual YTD \$280,010
 - Remaining Budget: \$69,990

Nominations for Treasurer

Dale Ballinger made a motion to nominate Rick Thomas for Berea Tourism Commission Treasurer; Thomas accepted; Charles Arnold Seconded. Motion passed unanimously.

Boone Gap Outfitters

Timothy Harding, owner of Boone Gap Outfitters, presented a presentation to the commission regarding what his business does, and how they want to help contribute to tourism. (A copy of the full Director's Report is on record in the minute book.) Harding explained that Boone Gap Outfitters has outdoor rentals such as bicycles, gear, and kayaks. They also sell outdoor products, and offer information about outdoor safety and facilitate cleanups and transportation.

Harding wants to work together with Berea Tourism to help develop and grow Berea's outdoor tourism scene. A few ideas that Harding mentioned are, bike rentals for visitors to be picked up/ dropped off at the Welcome Center, facilitate tours staffed by Boone Gap Outfitters, and to host events such as bike races and other outdoor events. Harding explained that the logistics behind this was to help funnel traffic to various areas in town, and to entertain and slow people down so they stay in town longer.

Berea Farmers Market

Martina Leforce, Treasurer of the Berea Farmers Market, wanted to discuss with the commission the possibility of the Berea Farmers Market having a permanent location at Berea Tourism's Ford Lot location. Leforce explained that if the invitation is there, the Berea Farmers Market Board is interested in the location, and believes that many things could be done to benefit both tourism and the farmers market.

Advertising Match/ Reimbursement Application

Kerri Hensley announced that the Advertising Match/ Reimbursement Application is approved and available online at VisitBerea.com. Hensley explained that she would like to move forward with the application after the budget is together.

Meeting adjourned at 6:34pm.