

**Berea Tourism Commission Minutes**  
**Wednesday June 13, 2018**  
**212 Chestnut St., Berea City Hall, Community Room**

**Business Session:** Called to order at 5:02 PM, Reynolds presiding.

**Commission Members Present:** Ken Gastineau, Ahmad Reynolds, Cheryl Stone, Pat Greathouse, Dale Ballinger, Patrick Huston

**Support Staff Present:** Kerri Lee Hensley, Jeffrey Carpenter, Aja Croteau

**Visitors Present:** Mayor Steven Connelly, David Rowlette, Gwen Childs, Barb Sallee, Anna Hartje Butcher, Grace Moses, Susie Patrick, Ethan Connelly, Ronnie Terrill, Jacqueline Bowling, Andy McDonald, Laura Wick

**Approval of Agenda**

Cheryl Stone motioned to amend the agenda by adding an update on the Art Accelerator Program from Program Manager Jeffrey Carpenter and a status update on the 2018/19 Budget. Cheryl Stone motioned to approve the agenda with those amendments; Ballinger seconded. Motion carried unanimously.

**Approval of Minutes: May 9, 2018 Meeting**

Ballinger motioned to approve the May 9, 2018 Minutes; Gastineau seconded. Motion carried unanimously.

**Approval of Minutes: June 5, 2018 Special Called Meeting**

Cheryl Stone motioned to approve the May 2, 2018 Minutes; Greathouse seconded. 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, \$519,289
- Communications: Aja compiled and distributed all event information including the June newsletter, the weekly events notice sent to local businesses, promotional social media posts, and updating the website calendar. She shared three new Our Berea videos online according to their biweekly schedule. She worked with Micheal to schedule 2 Our Berea video interviews. She met with the Madison County International Committee to plan for the 2018 visit from the Hokuto-Shi Delegation from Japan and traveled with them during their visit taking photographs, which she gave to each delegation member on a flash drive. She created props for the 2018 L&N Day event including fake luggage and items for the event's photo booth. She worked with Kentucky River Foothills to schedule transportation for various events including a conference and the 2018 Swing for a Cure.

- Social Media Updates:
  - Twitter: 10,700 impressions and around 316 total followers.
  - Facebook: Facebook: 5,930 total “likes,” 583 page views, 7,065 post engagements, and 51,369 people reached. (Brand Ads were also run during this time)
  - YouTube: 20,344 video views so far on 42 public videos.
  - Instagram: Up to 1,215 followers.

## **Workshop Programs Report**

### **Berea Festival of Learnshops, July 13-19, 2018**

As of 6/5/2018 this event has sold 799 tickets totaling \$66,109.00 in ticket sales. Last year, on 6/5/2017 the event had sold 638 tickets totaling \$53,955.20 in ticket sales. This is an increase of 161 ticket registrations and an increase of \$12,153.80 in sales.

### **It/Multi Media**

1. Filmed, edited and delivered Our Berea Short for Doctors Inn BnB
2. Filmed, edited and delivered Our Berea Short for Amy Lewis Artist Cottages
3. Photographed and developed photos for Berea Makers Market
4. Began research, design and development of a new Berea Tourism Logo.

### **May Group Report**

- May 9<sup>th</sup> Arranged musical entertainment for tour group from Texas. Held at Boone Tavern after dinner. Had met group leader at Travel South conference.
- May 10<sup>th</sup> Arranged special Trolley shuttle for KY APA conference to come to Old Town in evening to tour, shop, etc. Also had music at Tourism office. The APA are city planners, county planners, etc. and the organizer of the conference requested these specific opportunities for the conference.
- May 16<sup>th</sup> Basic Tour for group of 22 from Indianapolis.

## **Art Accelerator**

The Art Accelerator program moved to its temporary location and reopened on May 5, 5 days after the fire. The Gallery 123 space had 620 visitors during the month of May and had \$1,266. in sales. To diversify the space and to model that plan, Jeffrey Carpenter, the program manager, saw the need to get more Berea citizen's involved with this program and implemented adult and children's low cost arts and crafts based workshops. Four workshops were held, which included, sea glass wrapping, Spirograph Sunday, whimsical birdhouse painting, and an artist forum on gallery representation. The average attendance was 31 folks. The fellows will be conducting workshops for kids and adults and this will continue when the new fellows arrive on July 1, 2018. The new fellows chosen are Jesse Glenn, acrylic painter; Cinnamon Callins, ceramicist; Cynthia Main, woodworker; and Stacey Sizemore, digital photographer. The program hosted a grand-reopening gala on May 19<sup>th</sup>. Attendance was 220 people. Silent auction, a buffet of food, and musicians were part of the festivities.

## **Administration**

Hosted the KY Chapter of City Planners Thurs evening, May 10th at a reception at the Depot.

Hosted the Sister Region Japanese Delegation May 15-17<sup>th</sup>

Attended the Friends of the Boone Trace meeting on May 21<sup>st</sup> to plan an event in April to kick off the Health Walk.

## **Upcoming**

Play Think – June 13-17

Levitt Amp Music Series July 6-September 7

Berea Craft Festival July 13-15

Festival Of Learnshops July 13-29

Swing for a Cure July 28

After a brief discussion, Hensley clarified that these events, along with other events included in her report, receive promotional support but do not all receive financial support from the commission or the tourism department.

## **Art Accelerator Program Update- Jeffrey Carpenter**

Art Accelerator Program Manager Jeffrey Carpenter shared program updates with the commission. Ceramicist Stephanie Runyan will extend her contract with the program for an additional 4 months. Carpenter expressed his thanks to the Bobtown Arts program as well as Philip Wiggs at Berea College for working with Stephanie after the fire to give her access to studio space and equipment so she could continue production. As of the meeting, the gallery has \$5661 worth of inventory and sold \$1235 of product in the last month. Carpenter is developing a new inventory and sales tracking system that will improve organization and allow for online sales in the future. The gallery is now stocking a small inventory of previous fellows' work alongside information of where those fellows are today. Carpenter has also been working with local businesses to set up art showcases and exhibits around town.

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

A copy is on record in the minutes book.

- Anna Hartje Butcher began with a brief overview of Brand's advertising for the City of Berea including the types of campaigns they run and their targeted demographic and areas, particularly along with I-75 corridor.
- Print Campaign: So far in 2018, Print ads appeared in American Way – American Airlines Inflight Magazine, Berea Citizen, Cincy-Dayton Magazine, Grant County News, Group Tour, Group Travel Leader, Horizon Travel & Lifestyle, Kentucky Crafted: The Market Program Ad, Kentucky Living, Kentucky Monthly, Kentucky Visitor's Guide, Oxford American – Music/Kentucky Issue, Richmond Register, The Lane Report, Travel Host, Travel South – Food Section/Outdoor Section
- Digital marketing: So far in 2018, Digital marketing efforts have resulted in 6.9 million impressions and more than 92,000 total actions. The target areas for digital campaigns were along the I-75 Corridor from Detroit, MI to Jacksonville, FL.
- Television: So far in 2018, over 4,000 TV commercials have aired with an additional 1,250 commercials negotiated at no cost. Multiple live TV appearances have been made and over 342,000 commercials have been aired through streaming services (ex: Apple TV)
- Berea Craft Festival/Festival of Learnshops: Posters, rack cards, and FOL newspaper inserts have been created and printed. FOL T-shirts have been designed and printed. Newspaper inserts were included in multiple papers including two days at the Lexington Herald Leader.
- Web Traffic Report: July 2017 – June 2018
  - Unique Sessions 92,251
  - New Visitors 84.5%
  - Page Views 343,184
  - Male 32.4% Female 67.6%
  - Desktop 41.5% Mobile 58.5%
- Year to date budget: Budget is \$335,000; Actual YTD \$278,850; Difference \$56,150.
- Upcoming Events: 2018 Festival of Learnshops, Berea Craft Festival, Levitt AMP Berea 2018

Butcher also briefly reviewed the advertising budget for 2018-19. Reynolds asked if there were any changes. Butcher responded that there is an increase in printing due to plans to expand Travel Planner distribution. Brand will bring information on new distribution locations to the next meeting. Pat Greathouse shared that she often has guests at her B&B from the Chicago area, one of Brand's target areas. The commission discussed starting a project with Brand to advertise and share the importance of Tourism with Berea locals so they can see the direct effects of the department's efforts on the town's economy. Hensley and Brand will begin working on this project. Cheryl Stone asked if they have the freedom to change billboards if it's within the budget and Butcher replied that yes, they can. The commission also discussed sharing the importance of tourism with tourism related businesses and their employees. Hensley shared her plan to share a hospitality training resource with tourism businesses and will have more information about that at a future meeting. Visitor Laura Wick asked the commission if we have data showing how clicks on the website translate to feet on the ground in Berea. Butcher shared that they do have data that shows a clear correlation between web and foot traffic but that data was not prepared for this meeting.

### **Judy Sizemore- Celebration of Artists Project**

Judy Sizemore shared the importance of telling Berea's unique story while involving the local community. She briefly reviewed the existing Public Art Tour which was created in 2016 and the hands project, which were made in 2003. She shared that she hopes to have a mural installed on a local building and to have locally designed and painted benches placed around town. She intends to work with the commission and local business owners and artists to form a committee for this project to set a budget and stipulations for art installments. Sizemore reviewed the process for the hands project, which consisted of a committee and close relationship with the Berea Arts Council. Cheryl Stone shared that she looks forward to this project and noted that murals in particular are becoming very popular. Jeffrey Carpenter shared that his family used to take regular trips to Lake Placid, Florida to see their impressive murals. Sizemore agreed that she thinks murals are a great public art form but that she also wants to do more with the project than just murals. The commission agreed that Hensley will begin drafting an RFP for a consultant for this project and that once a consultant is hired, a committee will be formed as the next step.

### **Art Accelerator Program- Building Lease**

Hensley shared that while the lease is not due until March 2019, Mrs. Hays has asked if the department plans to renew the lease because she is working with a contractor to redo the interior walls after the fire. It is estimated that the work on the building will be done quickly and that the program can return to the building in roughly four months. She will consider the program needs in the rebuild if the plan is to renew.

Councilman Ronnie Terrill shared that he recommends waiting on this item until after City Council passes the 2018-19 budget. Reynolds asked if the program would want or need any changes to the layout from what it was before. Hensley, Carpenter, and Amanda Haney from the Codes Department have been working on identifying necessary changes. The commission discussed the possibility of putting the program in the Depot after the department moves to the Tolle Building but noted that even if that happens, the program will have to go somewhere while

the Tolle building is being renovated. Reynolds reminded the commission that use of the Depot is still a long and ongoing discussion.

Pat Greathouse moved to continue discussing options for renewing the lease at the Hays building at the next meeting; Ballinger seconded. The commission asked Hensley to inquire about signing a 1-2 year lease instead of a five year and to bring information on lease options to the July meeting before a final decision is made. Hensley will also share updates with the commission as she talks with Mrs. Hays.

### **2018/19 Budget Status Update**

Dale Ballinger shared that he appreciates Anna Hartje Butcher's breakdown of Brand's campaigns and budget because it clears up any confusion about advertising decisions. Ballinger also reminded everyone that just because an amount is budgeted doesn't mean that we have to use it all. Hensley added that the budget does cover some small in-house advertising costs as well. Cheryl Stone shared that the timing was off regarding the Tolle building and the parking lot so the renovation funds were adjusted to reflect that it will be another year before the lot is done. She supports using funds for the shared use paths and feels this is an opportunity to better plan for the Tolle building's parking lot space. The commission reiterated that since there is room in the budget, they would like Brand to work on a local advertising campaign highlighting tourism's contributions to the Berea economy. Cheryl Stone outlined tourism projects and initiatives that have a clear and tangible economic impact including beautification, Levitt AMP, shared use paths, and advertising grants made to local events. Visitor Ethan Connelly shared that, according to his own research, revenue from the transient room tax has increased every year since it was enacted.

### **Motion to Adjourn**

Cheryl Stone made a motion to adjourn. Ballinger seconded. Motion passed unanimously.

Meeting adjourned at 6:55 pm.