

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

Business Session: Called to order at 5:07PM, Reynolds presiding.

Commission Members Present:

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

Support Staff Present:

- Kerri Lee Hensley
- Megan Hardy

Visitors Present:

- Susie Merida
- Anna Harjte
- Jaqueline Bowling
- David Rowlette
- Wendy Warren
- Clint Patterson
- Susan Buckmaster
- Andy McDonald

Approval of Agenda

Charles Arnold motioned to approve the agenda; Dale Ballinger seconded. Motion carried unanimously.

Approval of Minutes: June 11, 2019

Charles Arnold suggested an amendment, to change Kerri Hensley's directors report in the June 11, 2019 minutes. Arnold said to change where it says the Office Manager position was put on hold via the City, needs to be changed to the Office Manager position was put on hold via the Berea Tourism Commission's upcoming staff evaluations.

Dale Ballinger motioned to approve the July 10, 2019 Minutes; Linda Ross seconded. Motion carried unanimously.

Director's Report – Kerri Hensley

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

Communications

Megan compiled and distributed all event information including the July newsletter, the weekly events notice sent to local businesses, promotional social media posts, and sent out a press release for local events to the local newspapers. She has been keeping the website up to date. She planned a social media giveaway campaign for the Berea Craft Festival and Festival of Learnshops to create a buzz for the upcoming events. Megan and Melissa Gross did a TV interview with WKYT on Friday, July 5th at 12:30PM to discuss the Festival of Learnshops and the Berea Craft Festival.

Social Media

- Social Media Updates:
 - Twitter: Around 3,782 impressions and around 397 total followers.
 - Facebook: 7,064 total “likes,” 788 page views, 5,122 post engagements, and 45,177 people reached. (Brand Ads were also run during this time)
 - YouTube: 26,032 video views so far on 47 public videos.
 - Instagram: Up to 1,452 followers.

Workshop Programs Report

Festival of Learnshops (FOL) July 12 thru August 2, 2019

As of June 30, **2018** we had sold 1038 learnshops totaling \$85,622.00 in gross revenue. Of these registrations, 21 are for Singing Bird Music School. Currently we have sold 25 learnshop t-shirts totaling \$530.00 in gross revenue Pass it On: Exhibit of Works by Learnshop Instructors opened at the KY Artisan Center on June 30th.

GROUP TOUR REPORT – June 2019

June 9th Supplied 35 Welcome Bags for Garden Symposium of KY. Leader had been here for another conference, enjoyed, so brought her group here as well.

- June 12-13th Site visit arranged through KY State Tourism for Tour Planner from Texas. Provided basic tour, 13Classes, music, etc. Stayed overnight in Berea. Dinner, breakfast and lunch in Berea. Planner Loved everything about Berea and plans to bring many groups here in future.
- June 26-28th KY Stormwater Association Annual Conference in Berea at Boone Tavern—125 attendees. Assisted organizer for many months with multiple items including: 125 Welcome Bags, arranged private music for Thurs. evening event, arranged for trolley to bring attendees to Old Town Thurs. for after hour shopping, rode on trolley for overview, arranged for maps to various events, provided rides in city van from Boone Tavern to Brushy Fork on Fri. for water sampling event. Put organizer in touch with Forestry Outreach Center for Fri. event. Organizer purchased over \$2400 of items from local artists for gifts for speakers, etc.
- Thur June 27 Basic tour for group of 28 from Kansas. Just passing through Berea but did have lunch here.
- Sat. June 29th Girls Camp consisting of 70 people, adults and girls ages 8-18, from KY in Berea for day. Rode on Trolley in afternoon. In morning put leader in touch with Forestry Outreach Center for tour of Center, hike up pinnacles, picnic lunch there.

Art Accelerator

The Art Accelerator program had 387 visitors for the month of June and \$308.00 in sales. Stacey Sizemore, Jesse Glenn, Cynthia Main, and Cinnamon Callins finished their fellowship on June 30th. The Catholic Girls Summer Camp program from Walton, Kentucky visited on June 29th with a tour for about 50 kids and staff. They had many questions and were each given a Berea Rock to take home with them. Classes will resume in July. We have 3 scheduled on Eventbrite and these will be free for folks. We will start having class fees collected for the classes with fees via Eventbrite as well.

Our new Fellows for 2019-2020:

Brian Wylie, master illustrator

Becky Brown, metal smith, jewelry designer with a focus on enameling techniques

Jill Angelle, Painter, seamstress, crafter

Administration

Office Manager position has been put on hold via the Berea Tourism Commission, due to upcoming staff evaluations.

Upcoming

July 12 – Aug 2 – Festival of Leanshops

July 12-14 The Berea Craft Festival

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, July Edition, 1/4 Page
 - TravelHost of the Bluegrass- July/August Issue, Full Page
 - Horizon Magazine- July Issue, Half Page
 - Lexington Herald-Leader, Weekender: July 12, Half Page
 - Brand presented the design for the new banner that will be displayed at the Tolle Building.
- Television
 - Select Markets
 - Various Markets: Lexington, Louisville, Eastern KY, Northern KY
 - Broadcast TV- :15 second spots – FOL & Craft Festival
 - Cable- :30 second spots – FOL & Craft Festival
 - Discover, DIY, Food Network, HGTV, Bravo, Hallmark, Lifetime
 -
 - Brand then presented the FOL & Craft Festival commercials to the commission.
 - Television Interviews
 - WKYT- Friday, July 5 – Noon Program
 - WTVQ- Friday, July 12- Good Day KY
- Outdoor
 - Final Experience Berea Billboard Designs
- Digital Marketing:
 - 6/1 – 6/30
 - Ads Delivered: 588,905
 - Total Actions: 1,527
 - Target Areas: Detroit to Jacksonville- I-75 Corridor
 - Web Traffic Report-
 - VisitBerea.com- Dates June 1 - June 30, 2019

- Unique Sessions: 12,866
- Top 10 Markets
 - Lexington, KY
 - Louisville, KY
 - Nashville, TN
 - Cincinnati, OH
 - Knoxville, TN
 - Chicago, IL
 - Indianapolis, IN
 - Atlanta, GA
 - Washington, DC
 - New York, NY

Top 10 Pages Visited

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

Top 10 Traffic Sources:

1. Google / Organic
2. Direct
3. Facebook / Referral
4. Bing / Organic
5. BAG / Retargeting
6. BAG / Display
7. Yahoo / Organic
8. OhioFestivals.net / Referral
9. BAG / Facebook Ad
10. DuckDuckGo / Organic

Year to Date Budget

- Broadcast \$109,000- actual YTD \$72,000
- Print/ Publications \$65,000- actual YTD \$50,000
- Digital Marketing \$64,000- actual YTD \$55,000
- Billboards \$20,000- actual YTD \$28,000
- Production/ Printing \$62,000- actual YTD \$30,000
- Creative \$30,000- actual YTD \$15,000
 - Total: \$350,000- actual YTD \$250,000

Clint Patterson- Forest Festival

Clint Patterson presented his idea and vision for a Forest Festival at the Pinnacles to the Berea Tourism Commission. Patterson explained the historical and unique pulls that the Pinnacles have that already bring people here, and believes having a festival matching that pull would be very successful. Patterson wanted to present this idea to the Berea Tourism Commission to get the word out, and get some help from tourism in the future to promote the festival.

Susan Buckmaster- Berea College Trace: Art & Craft School

Susan Buckmaster presented Berea College's new program, the Berea College Trace: Art & Craft School to the commission. The presentation explained what all the trace encompasses. Buckmaster explained the trace as the thread that weaves everything offered on campus together. The trace also added a hands-on experience with the KY Guild and wants to expand further in the future. Buckmaster then showed the commission the new billboard design for the trace.

Marketing Reimbursement Application

Kerri Hensley asked the commission to set a date to review Marketing Reimbursement Applications. Hensley mentioned that the deadline for applications is August 7, 2019. The commission decided to look over the applications at their work session on August 14, 2019.

Patrick Huston made a motion for the commission to reach out to the architect and have them revamp the blueprints to tourism's \$200,000 budget. Motion passed unanimously.

Dale Ballinger made a motion to hire and have Central KY Design at the August 14, 2019 work session. Motion passed unanimously.

Charles Arnold made a motion for the commission to draft up an RFP in September, have it released in October, and reviewed by the first of the 2020. Motion passed unanimously.

Meeting adjourned at 6:05pm.