

Berea Tourism Commission Minutes

Business Session

Wednesday, January 11, 2017

Berea Police and Municipal Center - Berea City Council Chambers - 304 Chestnut Street

Business Session: Called to order at 5:00 PM, Reynolds presiding.

Commission Members Present: Ahmad Reynolds, Charles Arnold, Dale Ballinger, Donna Robertson, Ken Gastineau, Pat Greathouse

Support Staff Present: Kerri Lee Hensley, Dylan Bogard, Nancy Conley

Visitors Present: Susie Merida, Barb Sallee, Anna Hartje Butcher, Hannah Coldiron, Randy Stone, Danny Isaacs, David Rowlette, Beth Meyers, Ali Blair, Gwen Childs, Ronnie Terrill, Critley King, Andy McDonald, Jessa Turner

Approval of Agenda

Greathouse moved to approve the agenda; seconded by Gatineau. Motion carried unanimously.

Approval of Minutes: December 7, 2016

Greathouse moved to approve the minutes of November 9, 2016; seconded by Arnold. Motion carried unanimously.

Levitt Grant Announcement- Ali Blair

Ali Blair, and Gwen Childs of the Berea Arts Council, announced that Berea has been selected as a recipient of the \$25,000 matching grant from the Levitt Foundation. This grant money will be used to create a 10-week concert series this summer. Blair wanted to thank the partners in the project for their current and future help: Mountain Tech Media, MACED, Berea College Entrepreneurship for Public Good program, Berea Tourism, the City of Berea, and the Berea Arts Council. Blair noted that she had already received interest from artists across the country in participating in the series, and that she would be making selections. She also noted that First Friday Berea would be rebranding itself to fit the nature of the series. The first concert will take place on the first Friday of Leanshops, July 7th, 2017, and continue for ten consecutive Fridays. During these concerts, Blair will be working with Dr. Hackbert from Berea College to determine the economic impact.

Blair did note that the First Friday events would no longer be her focus, and that the future of the event is still unclear. She noted that some individuals expressed interest in keeping up the event on a smaller scale until the start of the series.

Director's Report - Kerri Hensley

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

- Budget: Tourism Cash, \$316,225
- Communications:
 - Dylan spent much of December promoting Make It, Take It, Give It and other holiday events.

- Dylan and Micheal worked on the new video series, completing filming at Noodle Nirvana and Fiber Frenzy.
- Dylan explained the mission of the video series to promote the people and places of Berea, and the title Our Berea. He also told the Commission that he would send an example video and more information before the release at the end of January.
- Social Media Updates:
 - Twitter: around 23,000 impressions from tweets and around 130 profile visits.
 - Facebook: Around 33 new “Likes” on the page with around 5,000 post engagements and 32,000 people reached.
 - YouTube: 92 views on three public videos.
 - Instagram: Over 600 followers, between 1,300 and 2,000 impressions weekly.
- Multi-media:
 - Micheal developed photos from the Christmas Parade
 - He added more video clips to the Berea Media Library.
 - Working on updates to the website.
 - Finished the first video for the new series covering Berea
- Workshops:
 - Make It, Take It, Give It did well with 294 registrations. 15 Berea artists taught 71 courses. There were 159 patrons, and only 31 were from Berea. Patrons were from five states: Kentucky, Florida, Indiana, Ohio, and Tennessee. The survey prize winner was Peter and Christa Chesnutt, from Tennessee. Peter was a Berea College graduate.
 - Regional Arts Specialist Mini Conference was hosted by Berea Tourism. WE hosted 11 newly appointed KDE Art Specialists. They were in town for two days, and were joined by 20 teachers and teaching artists from Promise Neighborhoods. There was a total of 35 participants. The participants were engaged in planning for the Festival of Learnshops.
 - A Hands on Workshop event was planned for February 11-12, featuring local Berea artists. Requests for proposals went out in ealy January, and are due January 13th. A spring HOW event is also being planned.
 - Over 100 proposals have been included for the 2017 Festival of Learnshops. There are new offerings (which will be sent to community members). Nancy is working on finalizing locations and schedule. Examples of proposal forms and guidelines are in the minute book.
- Group Tour Report:
 - Arts Across the Curriculum.
 - Dec. 8th: Model lab Gifted and Talented (5th-12th) hands on learning-glassblowing, jewelry making, felting. 15 students total.
 - Motor coach groups:
 - Dec 9th: Group from Ohio, 50 people, basic tour and shopping for the day.
- Art Accelerator:

- November sales report, \$3,107.
- December sales report, \$2,888.
- Justin Burton will be reproducing a broom originally made by the Kentucky School for the Blind in Louisville.

Advertising Update – Brand Advertising Group

A full copy of the presentation is available in the minute book.

Anna Hartje Butcher, Susie Merida, Barb Sallee, and Hannah Coldiron presented on the progress made by Brand Advertising Group. The group discussed the Kentucky Crafted: The Market print ad, as well as progress on the 2017 Visitor's Guide. Brand also discussed the TV appearances for Make It, Take It, Give It from 12/1-12/25. There were 425 total slots, and 500 no charge bonus spots, with 6 additional live/tapped appearances. Digital ads were also placed in December for Make It, Take It, Give It with 640,212 impressions/ 2,566 clicks and the "Gatlinburg" campaign with 318,717 impressions/ 712 clicks.

Additional digital banners were used on LEX 18's webpage as part of the TV package for Make It, Take It, Give It. In total, for December, Brand launched 50,000 e-newsletters, had 78,750 banner impressions, and 533 clicks to the website. The website saw 9,450 unique sessions, 82.4% were new visitors and visitation was up 24% over November. In January, the goal is to promote Berea as a weekend getaway destination and create awareness of the many virtues of Berea. For 2017, Brand will work on Visitor's Guide, the website, digital marketing campaigns, finalize the visitor survey, and prepare a campaign for Learnshops.

The group reported that they have used \$132,992 of the \$325,000 budget, leaving \$192,008.

Discussion of Broadway Center

A copy of the handout is available in the minute book.

Kerri Hensley asked the Commissioners to look into renovating the Broadway Center located in the Artisan Village. The center is currently used for workshops and meeting space. The property has two offices that are rented. Hensley stated that plans had been made in the past to renovate the building for more efficient use, but never put into action. She stated that the renovation would fix many of the issues with the building, including HVAC issues, roof leaks, and outdated bathrooms, as well as provide workshop space needed to grow Berea Tourism's hands on workshop programs. When asked about financing, Hensley noted that Berea Tourism has an unused building fund, totaling around \$100,000 that has not been used. Arnold noted that he believed that the money was to be used on the Tolle Building. He also noted that Mitchell Tolle had agreed to collaborate on the project, as previously discussed. Hensley then noted that the budget only ran through July 1st, and that the project on the Tolle Building would not yet be under way.

Randy Stone, City Administrator, presented on updates that the City performed on the Tolle Building and former Ford lot. He noted that the City installed the generator to allow the Tolle Building to have electricity in the case of an emergency, that both buildings were now connected to fiber optics and phone system originating in City Hall, eliminating those future billing costs, and that both buildings had undergone extensive improvements and repairs which would save Tourism money later. Stone also noted that City Hall was due to be re-open in September of 2017, and that the Codes Department would be vacating the Tolle Building around that time. He did say, if needed, the Codes Department could be relocated to another part of the building for renovation. Stone noted that he would try to attend more meetings, and bring pertinent information now that the City Hall move had calmed.

The Commissioners then asked about other uses for the money in the building budget, including renovating the top floor of the old Berea Hotel. Hensley noted that the bottom space was occupied by the Berea Arts Council and Gilliam Gallery, but the top space had been vacated pending major repairs. Hensley noted that the best use, financially, for the space would be to convert it into office space. The Commissioners agreed, and asked to see the space in the coming weeks to see the extent of the renovation needed to make that a possibility.

Commissioners agreed to continue the discussion at the next meeting regarding the Broadway Center, and asked that Kerri send more information on cost as soon as it was available. The Commissioners scheduled a work session before the next business meeting, at 4pm, to discuss all new information about the project. Hensley made it clear that the project must start as soon as possible to ensure that the space would be ready for the Festival of Learnshops this summer.

Motion to Adjourn

Arnold made the motion to adjourn; Greathouse seconded. The motion carried unanimously.

Meeting adjourned at 6:18pm