

Berea Tourism Commission Minutes
Business Session
Wednesday, July 13, 2016
Berea City Hall - Community Room - 212 Chestnut Street

Business Session: Called to order at 5:04 PM, Reynolds presiding.

Commission Members Present: Ahmad Reynolds, Charles Arnold, Cheryl Stone, Donna Robertson, Ken Gastineau,

Support Staff Present: Kerri Lee Hensley, Mary Ann Woolery-Bussey

Visitors Present: Mayor Connelly, Randy Stone, Danny Isaacs, Beth Myers, Critley King, Cheyenne Olson, Richard Olson, Melissa Gross, Didiayer Snyder, Christopher Snyder, Michael Edwards, Barb Sallee, Susie Merida, Anna Hartje, Tim Wade, Gina Diltmeier, Jonathan Dazo, Justin Dean Burton

Reynolds and Commission thanked Arnold for his leadership and time serving as Chairperson.

Approval of Agenda

Gastineau moved to approve the agenda; seconded by Robertson. Motion carried.

Approval of Minutes: June 8, 2016 and June 29, 2016

Amend the minutes of June 29, 2016 – change the wording to “Berea Victory Garden Blitz and Sustainable Berea.” Gastineau moved to approve the minutes of June 8, 2016 and June 29, 2016 with the change; seconded by Arnold. Motion carried.

At Home with Didiayer – Didiayer Snyder

Snyder discussed her time in Berea interviewing and filming as well as how the exposure of the Berea segment and use of their social media might impact Berea.

Isaacs discussed Berea being a Trail Town and what that means.

Introduction of the 2016/2017 Art Accelerator Fellows

Hensley introduced the four new Fellows; they started July 1, 2016. Each Fellow shared about themselves and their specialties. New Fellows include: Gina Diltmeier, illustrator/painter; Jonathon Dazo, potter; Justin Dean Burton, broom maker; Tim Wade, woodworker.

Director’s Report – Kerri Hensley

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

- Budget: Tourism Cash, \$273,917.00
- Personnel:
 - Dylan Bogard, Communications Manager to start July 18, 2016.
 - Office Manager Application deadline has ended. Awaiting applications from HR for review.

- Workshop Updates: FOL 2015 – sold 1332 tickets with revenues of \$106, 104.00. FOL 2016 to date, have sold 1201 tickets with revenues of \$96,354.50.
- Group Tour Updates: Bluegrass Technical College is bringing a group July 20, 2016 for an eco/sustainability tour.
- Art Accelerator:
 - June Gallery sales, \$1,760.00.
 - Fellows participated in the Berea Craft Festival.
- Wayfinding: Installation to begin July 16, 2016 at the KY Artisan Center and will move out from there. Installation time estimate is eight days.
- Administrative: Berea City Council has requested a joint meeting.

Joint Berea City Council and Berea Tourism Commission meeting to be held either on September 6 or 20, 2016 in the City Council Chambers. Hensley to find out how much time the Commission will have to present and meet with the Council. Commissioners to send ideas/agenda items to Hensley. Hensley to develop a “working” agenda before the next Commission meeting.

Advertising – Brand Advertising Group

Barb Sallee, Susie Merida and Anna Hartje with Brand Advertising Group were introduced. They discussed a digital campaign for Learnshops. Over the next couple of weeks, they would like to spend one hour with each Commissioner. Brand plans to present at the next Commission meeting.

Sustainable Berea Sponsorship

Stone discussed the importance and interest in sustainability as an attraction to Berea.

Cheyenne Olson presented on behalf of Sustainable Berea requesting a transfer of the \$500 sponsorship to be used as part of the Berea Victory Garden Blitz map development to a grant match for a rain water catchment system for the high tunnel. In addition, Sustainable Berea requested a partnership with Berea Tourism in the amount of \$500 to be used for landscaping and or painting the water catchment barrels, signage and pathways around the high tunnel water catchment system; as well as in kind advertising/marketing.

Stone amended the Berea Victory Garden Blitz and Sustainable Berea sponsorship from \$500 to receive a total of \$2,500 for Sustainable Berea; \$500 to be earmarked for the rain water catchment system match for their grant and to receive in kind marketing/advertising. Seconded by Arnold. Motion passed. Randy Stone to work with Sustainable Berea on the sponsorship contract; sponsorship dollars cannot be unrestricted.

Berea Craft Festival – Melissa Gross

Gross discussed the success of the Festival. Gross’ third year with the City managing the Festival. Applications for the 2017 Berea Craft Festival will be available in January.

Meeting adjourned at 6:40 PM.