

**Berea Tourism Commission Minutes  
Business Session  
Wednesday, October 14, 2020**

**VIDEO TELECONFERENCING MEETING PER KRS 61.826**

**Business Session**

Called to order at 3:30PM, Dale Ballinger presiding.

**Commission Members Present:**

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

**Support Staff Present:**

- Donna Angel
- Nancy Conley
- Megan Campbell

**Visitors Present:**

- Bruce Fraley
- David Gregory

**Approval of Minutes – September 9, 2020**

Charles Arnold made a motion to approve the September 9, 2020 Berea Tourism Commission Business Session Minutes; Rick Thomas seconded. Motion passed unanimously.

## **Director's Report – Donna Angel**

### **VISITORS**

Berea Welcome Center received 1248 Visitors for the Month of September: 120 Bags created.

### **SOCIAL MEDIA**

# of Facebook Post for Tourism were 120

# of Facebook engagements were 12,326

# of Twitter Impressions 6,289

# of You Tube Videos 51 Posted w/33,204 views vs 32,569 LMth

# of Instagram Followers 2,469 vs 2350 LMth

### **TRAVEL WRITER, and Interviews**

J.C. Phelps, “**Unabashedly Southern**” listed Berea Ky as #7 Top Kentucky Southern spot to visit in 2020:

“If visiting Berea, there’s no better place to stay than [Historic Boone Tavern](#), which is located downtown and near the college. Once there, be sure to have some spoonbread from the restaurant! On your trip, don’t miss the [Kentucky Artisan Center](#), [Papaleno’s](#), [Native Bagel Company](#), the [Berea College Farm Store](#), or [Noodle Nirvana](#) — home of the most delicious yellow curry bowl.”

Berea is like no other town in Kentucky — visit and you’ll understand why.

**Jeff McDonald with the Lane report**, interview on Outdoor Tourism, its role, on health, and fitness along with retirement community opportunity:

### **UPCOMING EVENTS**

Tourism & Parks and Rec. will join w/the Berea Chamber in bringing a “Drive Thru - Trick or Treat” in BCS parking lot along with the Chamber hosting a Balloon Glow around town for October 31<sup>st</sup> 7:00 – 9:00pm: All candies will be prebagged:

#### **Safe activities by the CDC include:**

Carving and decorating pumpkins at home.

Decorating homes and living spaces.

Having a virtual Halloween costume contest.

Watching Halloween movies with people you live with.

Having scavenger hunts and trick-or-treating at home.

#### **High-risk activities include:**

Traditional door-to-door trick-or-treating.

Trunk-or-treat events with large groups in parking lots.

Costume parties.

Haunted houses.

**Halloween masks** are not considered face coverings, health officials are stressing. Face coverings should be worn under Halloween masks or opt for Halloween-themed clothed face coverings.

If you're going trick-or-treating, do it with family groups and don't congregate in large groups, according to the guidance from Kentucky

**Grand Opening coming up around the end of October for Becky Brown Jewelers**, located in the Old Hotel: Becky has already hosted a coach bus and demonstrated for them.

**Wildflower Boutique** on Chestnut St. celebrated their grand opening October 3<sup>rd</sup>.

Coming up November 6th, 5:00-6:30pm Tourism will host a small "Come Meet Your Business Neighbor" at the Welcome Center: Due to many new changes in Old Town, this will be an opportunity for new business owners to meet and greet: All CDC requirements will be followed:

### **NOTABLE CHANGES**

Rebecka Johnson will be moving into her new location soon: Ken Gastineau's building:

A new bakery Rebecca Moore coming soon – Becky's Breads in Old Town

A new Pottery maker coming soon

Farmers Market will use some of the space in the Mitchell Tolle building November 1, through Spring

### **Also Notable Good News:**

Terry Fields has been appointed to the KY Artisan Center as a new board member.

### **MARKETING**

**Bucket list Challenge continues: 5) Winners to date: Participating Merchants were: Dinner Bell Rest. – AMISH Store - White Stitch – Village Life Boutique - The Cabin- Copperas Candle - Top Drawer Gallery – Old Town Fabric Store - and Boone Tavern Hotel:**

**RPM** continues to create ads for social media as we move along: The new Web-Site should be up and going by November:

**(3) Facebook Ads Coming out very soon:**

### **Folk Art & Craft Capital of KY**

Visit Berea's Thriving Population of Local Artisans, Crafters & Musicians.

Experience Berea  
Learn More (button)

### **The Taste of Berea**

Enjoy our KY Proud Local Food Scene. Visit Our Website To Learn More!

Experience Berea  
Learn More (button)

### **Hike the Pinnacles in Berea**

Berea Offers Beautiful Hiking Trails with Kentucky Trail Town Certification.

Experience Berea  
Learn More (button)

**KY Historical Registry** presented to the State our request on the 13<sup>th</sup>, It will be end of year or January before we know if we are accepted into the National Registry:

**Shop Small** Saturday will be a part of Berea this year.....Date to follow from American Express

### **PROPERTY MAINTAINENCE & FACILITY**

Parks and Rec. continues to maintenance our property: The Cottage grounds remained cleared along w the Carloftis grounds. The fences have been redone and back up:

Public Works continues to service any maintenance issues that we endure: (Light bulbs, filter changes etc.)

Berea Utilities, Adrian, Pablo and team made an emergency call to us (Old Town), on September 25, where an RV camper ran upon the sidewalk and took out a streetlight: NO one was harmed:

Due to the COVID situation, we in the Welcome Center, are seeing more and more children around town as well on bicycles and scooter boards during the daytime, of which they should be in class: 10-13 age group: Kids use the back of the train station and the steps for jumping and bicycling: Signs have been posted for these issues:

### **SERVICES**

We will be replacing our "Spectrum Internet services and moving to Windstream: This will be a major cost savings to Tourism: Approx. \$300.00 a MTH

We have renewed our Copier/Printing agreement for another year, as the rate comparison is very compatible and slightly less than other comparison quotes:

### **COACH BUS SPECIALIST CONNIE MONDINE**

Connie Mondine reported two coach bus tours for Old Town in September: Demonstrations were done for both tour groups by Michele Weston, Weston Glass and Tim Wade, The Cabin: Busses fell slightly short of tourist due to the Travel restrictions: 16) and 11) on the bus groups: Connie welcomed the bus tour with coffee and juice while being entertained by Donna & Lewis Lamb:

Connie scheduled a group on Sunday October 11th, it was a great success w/demonstrators and shopping in Old Town, the event was reported as a "good day":

### **PROGRAM MANAGER NANCY CONLEY**

With NO Learn shops for the year, there will be no REVENUE coming in from classes: MITGI will not happen this year, due to instructors and the COVID hands-on teaching in person situation: Not a good comfort level just yet:

\*The Florist reports that she will host two classes in her shop with a minimum of 4) persons per class: Weston Glass will host small groups as well: Becky Brown, Jeweler, Michele Weston, Weston Glass will demonstrate along with Tim Wade, The Cabin for outdoor on site fall winter tourist & bus visits:

- Create work schedule for Berea Welcome Center; track and monitor hours for part-time staff
- Create a file and track all purchase orders paid in this fiscal year; divide out by month
- Complete and submit purchase orders for bill pay
- Work with coworkers to buy and set up fall decorations
- Purchase candy and bags for Halloween at the Park; work with co-workers to bag candy
- Work with Megan and Bill Rice on planning VisitBerea.com website navigation
- Work with team to plan winter holiday decorations; inventory garland and wreaths
- Assisted with daily cleaning and sanitation of Berea Welcome Center
- Order office supplies
- Staff front desk at the Berea Welcome Center as needed

### **COMMUNICATIONS MANAGER Megan Campbell**

- Managing VisitBerea.com.
- Creating and distributing the Berea Biz Weekly newsletter to Berea Tourism & Economic Development Stakeholders.
- Creating and distributing the monthly newsletter to visitors.
- Creating content and campaigns for newsletters and social media.
- Scheduling daily promotional social media posts for Tourism & Economic Development.
- Managing all social media platforms (Facebook, Instagram, Twitter, YouTube).
- Analyzing and reporting analytics on all social media platforms.
- Building community relations with local businesses.

- Fulfilling media requests.
- Mailing out visitor guide requests & recording them in our data.
- Answering info emails from VisitBerea.com.
- Stepping in for front desk reception duties including, keeping the front desk manned, answering the phone, assisting with any questions the caller may have, greeting visitors as they arrive into the Welcome Center, giving them Berea information, and assisting them with any questions they may have, putting together grab & go bags, and collecting daily welcome center data (number of visitors, phone calls, and grab & go bags).
- Managing & implementing the #BereaBucketList Challenge social media campaign-created by RPM.
- In the process of finalizing details for Business & Tourism Development's booth at Halloween at the Park and getting the final details in order for this year's Berea Christmas storefront decorating contest/ social media campaign.

### **Preparing for the Christmas season:**

Old Town will experience a special Christmas Tree lighting this year: The "Theme" will be: ***"Christmas in the Village"*** : Location of the tree will be, The pine tree in front of **The Cabin at Tim Wades** shop: Purpose is to create a special season for the children of Berea an share good fellowship and friendship with all the peoples of the community: Candy Tree Theme for the children:

- Piped Music background carols on the streets
- Donna & Lewis Lamb will entertain us from time to time w/Christmas music on the porch
- Santa will arrive in several shops for Photo shoots late November & December
- Cookies (wrapped) and Cocoa / Cider every Friday at the Welcome Center through the Holidays
- Best Dressed Storefronts and Windows Contest (Box inside the Welcome Center – Drop your vote off between November 30th, and December 30<sup>th</sup>:
- All merchants will be asked to have their store fronts decorated for the Holidays as early as possible for travel writers and photojournalist arrivals in mid-November
- Chestnut Street merchants will be asked to decorate and enjoy all the festivities w/Old Town

Other Merchants will have special weekend events going on as well\* Will keep you posted.

### **Amended Budget Approval**

Charles Arnold made a motion to accept the proposed amended budget as presented; Ahmad Reynolds seconded. Motion passed unanimously.

### **Old Business: Renewal of Brockman Billboard (Berea South Bound)**

The commission discussed the renewal of the Brockman Billboard (Berea South Bound).

Rick Thomas made a motion to renew the lease of the billboard at \$750 a month, but change the message to be consistent with the new billboards and branding; Patrick Huston seconded. Motion passed unanimously.

Charles Arnold asked the commission to consider leasing one of the new billboards on the other side of the interstate. Donna Angel agreed to reach out to RPM to discuss leasing one of those billboards.

### **New Business: Reschedule November Meeting**

Ahmad Reynolds made a motion to reschedule the November meeting for November 18, 2020 at 3:30PM; Patrick Huston seconded. Motion passed unanimously.

Rick Thomas gave the commission an update on the Art Accelerator Successor Program Committee, explaining what was discussed at their last meeting, and strategies they are considering to grow the working artist community in Berea.

### **Motion to Adjourn**

Charles Arnold made a motion to adjourn; Rick Thomas seconded. Motion passed unanimously.

Meeting Adjourned at 4:38PM.