

**Berea Tourism Commission Minutes  
Business Session  
Wednesday, December 9, 2020**

**VIDEO TELECONFERENCING MEETING PER KRS 61.826**

**Business Session**

Called to order at 3:31PM, Patrick Huston presiding.

**Commission Members Present:**

- Ahmad Reynolds
- Charles Arnold
- Patrick Huston
- Rick Thomas

**Support Staff Present:**

- Donna Angel
- Megan Campbell

**Visitors Present:**

- Bruce Fraley
- David Gregory

**Approval of Minutes – November 18, 2020:**

Charles Saunders made a motion to approve the November 18, 2020 Berea Tourism Commission Business Session Minutes; Rick Thomas seconded. Motion passed unanimously.

**Pavilion Update- David Gregory, City Administrator:**

David Gregory, City Administrator, gave the Commission an update on the Pavilion.

Gregory explained that he and Dale Ballinger met on site with the contractors to discuss details on what has been completed so far and what is to come.

## **Directors Report- Donna Angel:**

### **VISITORS**

Berea Welcome Center received 1080 Nov. vs. 1867 October (-787) visitors

Contactless Info Bags packaged were 105 Nov vs. 153 October (-48) Bags

### **SOCIAL MEDIA**

# of Facebook Engagements were 16,172 Nov. vs. 11,589 October (-4,583)

# of Facebook Reaches were 749,089 November vs. 790,362 October (-41,273)

# of Twitter Impressions were 19,237 November vs. 16,900 October (+2,337)

# of Instagram Followers were 2,707 November vs. 2,645 October (+62)

### **Lexington Herald**

A very nice write up on visiting Berea for the Holidays:

### **Shop Small Saturday**

Quite Successful day, all over Berea: Merchants report a great selling weekend and stores received many out of town visitors as well as seeing locals shopping at home:

### **Small Business Saturday**

Quite successful for retail shops, antique stores, gas stations, small shop owners: Rests. I am sure still had a decline from previous years:

### **Tourism Best Dressed Window Contest**

Contest was open for all business: Voting started on Dec. 1 and ends on December 13<sup>th</sup>:  
Voting is by the most Facebook likes: Winner will be announced on FB Social Media  
Monday December 14<sup>th</sup>:

## **Berea Chamber of Commerce**

Berea Chamber of Commerce Christmas Decorating Contest is on! This years theme is “A Christmas to Remember” .... Decorate the Exterior of your business: Judges will visit the sites for the winning categories:

5) Categories will be recognized: Judges will visit sites that are submitted online:

- 1) Non-Profit
- 2) Churches
- 3) Business
- 4) Industries
- 5) Neighborhood

Enter Now through December 14<sup>th</sup>, Decorate the Exterior.... Judges Visit Your Site, Compete to Win!!!

## **New Store Opening**

Becky's Breads, Rebeca Moore opened her bakery in Old Town this month and we invite all to call and order from her:

Rebekha Johnson is currently moving Old Town Fabrics into her new location, Gastineau Studios.

## **Farmers Market**

Just a reminder to all that FM will be using the Mitchell Tolle building and please continue to shop with them.

## **Personnel Vacancy**

We will have a vacancy effective December 12<sup>th</sup>, for a Operations Manager position. We can start thinking about how and when we would like to start filling that position.

## **Communications Manager Report- Megan Campbell**

Megan has compiled and distributed Berea information including:

- 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).
- Assisted in the Christmas in the Village Kickoff event & video.
- Scheduled social media leading up to Christmas in the Village and Small Business Saturday.
- Co-hosted a zoom meeting with Valorie Henderson from the KY Small Business Development Center, to meet with Berea's small business owners to discuss this year's Small Business Saturday Event, and how it would be a little different this year, due to the COVID-19 pandemic.
- Teamed up with Valorie Henderson to distribute Small Business Saturday promo merchandise to Berea's small businesses. We switched things up a little this year, and decorated the Business & Tourism Development van with shop small balloons and banners, to make the deliveries more fun and create more excitement for the event.
- Posted photos on social media from our Small Business Saturday deliveries to businesses.
- The 2020 Berea Christmas Storefront Decorating Contest has begun! Vote for your favorite decorated storefront on Berea Tourism's Facebook and Instagram December 1-13. The storefront with the most "likes" wins! We are excited see lots of participation this year, as the contest is a great opportunity for businesses to gain exposure on social media, while creating a fun, socially distanced, festive atmosphere for residents and visitors as they shop for the holidays!
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### **Group Tour Report- Connie Mondine**

The month of November saw only 1 tour bus actually able to come to Berea. This was a group of 21 from Ohio who had lunch in Berea followed by music by Donna and Lewis Lamb and shopping on their own at College Square.

Other tour groups had scheduled to come, but had to cancel due to stricter COVID restrictions in their respective state, or due to closing of indoor dining.

At this time, no other tour buses are scheduled till spring 2021.

## **Program Manager Report- Nancy Conley**

- Oversee daily operations
- Complete, submit and track purchase orders for bill pay
- Update vendor list for quick bill pay/reference
- Ensure cleaning and sanitation of Berea Welcome Center
- Order office and operating supplies
- Create work schedule for Berea Welcome Center, track and monitor hours for part-time staff
- Continue proofing and making edits to website listings, check for consistent formatting
- Staff front desk at the Berea Welcome Center as needed: answer phones, greet and provide information to visitors, create grab and go bags
- Proofread weekly Berea Biz, monthly newsletter and some other promo items such as 26 gifts Under \$20
- Work with team to collect info for A Taste of Berea (restaurant guide); proof guide
- Participate in Art Program meetings
- Work with Megan as well as Vallorie with the Small Business Development Center to collaborate on promoting American Express's nationwide event, Shop Small Saturday® in Berea

Charles Arnold asked for the commission to discuss the direction of the current job opening, Operations Manager, further.

Arnold then made a motion to schedule a special called meeting to discuss the Operations Manager position on January 11, 2021 at 3:30PM. Ahmad Reynolds seconded. Motion passed unanimously.

Arnold also made a motion to suspend hiring the Operations Manager position until after the commission's meeting on January 11, 2021. Patrick Huston then did a roll call. Motion passed unanimously.

## **New Business- Naming Opportunities for the Pavilion:**

Patrick Huston started the discussion on naming the pavilion between the Commissioners.

David Gregory suggested for the Commission to do a Survey Monkey, which would allow the public to put their input on naming the pavilion.

The Commission agreed with Gregory, and decided they would like to make a Survey Monkey to allow locals to have a hand in helping name the pavilion.

Rick Thomas reiterated that this project is a multiuse pavilion, and is an asset to the whole community.

Charles Arnold also reminded the Commission that the name needed to be short, and suggested to define that in the Survey Monkey as well.

Arnold also asked David Gregory to join their meeting on January 11, 2021 as well.

### **Motion to Adjourn**

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

Meeting Adjourned at 4:16 PM.