

Berea Tourism Commission Minutes

Business Session

Wednesday, June 17, 2020

VIDEO TELECONFERENCING MEETING PER KRS 61.826

Please take notice of a Special Called meeting of the Berea Tourism Commission on Wednesday, May 13, 2020, at 3:00 p.m. The meeting will be held by video teleconference, and the public may see and hear the meeting by the City of Berea Facebook Page,

[@bereakgov](https://www.facebook.com/bereakgov/) or <https://www.facebook.com/bereakgov/>

Business Session: Called to order at 3:03PM, Reynolds presiding.

Commission Members Present:

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

Support Staff Present:

- Kerri Hensley
- Megan Campbell

Visitors Present:

- David Gregory
- Mayor Bruce Fraley

Approval of May 13, 2020 Meeting Minutes:

Charles Arnold made a motion to approve the May 13, 2020 Meeting Minutes. Dale Ballinger seconded. Motion passed unanimously.

Directors Report:

Communications

Megan has compiled and distributed all event information including the monthly newsletter, managing the VisitBerea.com community calendar & signature events calendar, the weekly events notice sent to local businesses, and promotional social media posts. She has been keeping the website up to date and fulfilling media requests. Megan has been creating social media content and working on the Virtual Berea Craft Festival event on Facebook, which will be held on July 10, 2020. She has also been assisting on the City of Berea COVID-19 Task Force Team.

Social Media



Twitter: Twitter: 7,974 impressions and around 453 total followers



Facebook: 7,943 total “likes,” 610 page views, 5,663 post engagements, and 16,952 people reached.



YouTube: 31,021 video views so far on 51 public videos.



Instagram

Instagram: Up to 2,069 followers.

May Group

The KY-TN Chapter of the Kiwanis will be coming the first weekend in August of 2021. They will be in town from Thursday night to Sunday afternoon. This is their big annual meeting and the Berea Chapter’s 100th anniversary. We are expecting 250 visitors for this conference. Berea Tourism will be providing classes for them to participate in basketry, glass, wood, and jewelry, etc. We provided the initial information to be added in the contract this week.

Workshop Programs Report

Virtual FOL Professional Learning for Educator July 21-23 and Virtual Signing Bird Music School Aug 1-2

Nancy has created three Virtual Professional Learning Experiences for Educators July 21 - 23. This program is in conjunction with Partners for Education at Berea College. This instruction will be interactive and through Zoom and Google Docs and offer up to 6 hours of professional development credit per course. The maximum is 44 participants. She has also created classes for a Virtual Singing Bird Music School. It will be August 1-2 and is also through Zoom. Singing Bird Music School will offer virtual learnshops in guitar, clawhammer banjo, fiddle, mountain dulcimer, ukulele, and Appalachian songs virtually by an expert group of musicians. Each of these offerings will be 50-minute-long sessions via ZOOM. Included in registration is a 50-minute Round-Robin Song Sharing Circle! The maximum registration is 40. Registration is planned to open mid-June.

FOI Virtual will offer the following classes...

HeARTS Virtual Classroom Communities In this interactive virtual workshop, professional teaching artists will share artistic practices for building safe, inclusive, creative communities in in-person or non-traditional learning situations. They will discuss research and professional insights on the role and impact of arts on school climate, resilience, and social emotional learning, as well as ideas for engaging arts educators and teaching artists in your schools' trauma response efforts.

HeARTS Virtual Social/Emotional Learnshop Academy This professional learning experience includes sessions led by artist and Arts4Healing certified instructor, Debra Hille, as well as ideas from Judy Sizemore on how to integrate visual art into cross-curricular, in-person or non-traditional learning situations to build safe, supportive classroom communities.

HeARTS Virtual Literacy Learnshop Academy This professional learning experience includes sessions led by former Kentucky Poet Laureate, George Ella Lyon, author of WHERE I AM FROM, as well as ideas from Judy Sizemore on how to integrate poetry into in-person or non-traditional learning situations to build safe, supportive classroom communities.

Administrative

Assisting on the City of Berea COVID-19 Task Force Team.

Monitoring news reports, official websites and CDC updates. In addition, we are working closely with the City, as well as industry associations, regarding suggested best practices concerning the coronavirus situation.

Mailed letter to property owners on Fee and Adams regarding Historical District Project. Ms. Kennedy is seeking information in those areas and is willing to create contactless ways to gather the information or make appointments following social distancing guidelines.

Sent survey to tourism related businesses in Berea for safety and reopening plans. Response was very low and opening dates and hours varied widely.

Zoom meeting with Secretary Berry regarding states marketing strategy for coming months, Bluegrass Region, KACVB and numerous webinars on updates on COVID19 including

assessing recovery in tourism, reopening requirements, unemployment insurance updates, contract tracing.

Working with Megan on plans for a virtual Craft Festival.

City Hall opened by apt only on June 1st.

Collected hand sanitizer from distillery in Paris for cleaning, ordered supplies and created posters and floor markers for reopening.

Ordered banners for reopening.

Weeded landscaping, streets department weeded fence row and Jade Enter Enterprises will be cleaning up garden area and installing landscaping carpet for weed barrier.

Sent RPM contract. Awaiting original copy to obtain City signature. We will meet with RPM in July to create strategy and marketing plan. Brand is finishing up commitments for Virtual Craft Festival and packing website for transfer.

Budget Review:

The commission reviewed the 20/21 budget. They decided to review the budget monthly and have a contingency plan in place.

Advertising Agency Strategy:

The commission discussed the strategy for bringing in the new advertising agency, RPM. RPM will be attending the July 8th meeting to discuss a more in-depth strategy with the commission. The commission also decided to start pushing outdoor recreation in our current advertising.

Tourism Reopening:

Kerri Hensley explained tourism's reopening plan to the commission. She announced that the welcome center is now open 5 days a week from 9AM-5PM, and is planning to open back up 7 days a week starting Fourth of July weekend.

Future Tourism Accelerator Program:

The commission discussed various options for a future tourism accelerator program. The commission planned to create a strategy to revitalize the craft community in Berea, since our brand is the Folk Arts and Crafts Capital of Kentucky. They also decided to form a subcommittee with representatives from multiple different groups in town, to get together and brainstorm some new ideas on different ways to revitalize craft in town. Commission members Linda Ross, Charles Saunders, and Rick Thomas all agreed to serve on the subcommittee.

The commission also asked Kerri Hensley to get a list of all Berea artists together for the subcommittee.

City Ordinance #11-20:

Mayor Fraley explained the new City Ordinance #11-20, regarding merging Berea Tourism and Economic Development into one department.

The full explanation is on record in the minutes book.

Charles Arnold made a motion for the Berea Tourism Commission to support the city administration's ordinance #11-20. Dale Ballinger seconded. Motion passed unanimously.

Tourism Commission Officers for the next fiscal year:

The commission discussed choosing officers for the next fiscal year.

Charles Arnold nominated Dale Ballinger for Berea Tourism Commission Chair.

Dale Ballinger nominated Patrick Huston for Vice Chair.

Dale Ballinger nominated Rick Thomas for Treasurer.

Reynolds asked each member if they accepted the position. All accepted the positions.

Charles Arnold made a motion for the officers for the next fiscal year to be Dale Ballinger for Berea Tourism Commission Chair, Patrick Huston for Vice Chair, and Rick Thomas for Treasurer. Motion passed unanimously.

Charles Arnold made a motion to adjourn; Linda Ross seconded. Motion passed unanimously.

Meeting adjourned at 4:28 PM.