

## Berea Tourism Commission Minutes

### Business Session

Wednesday, July 8, 2020

### VIDEO TELECONFERENCING MEETING PER KRS 61.826

Please take notice of a Special Called meeting of the Berea Tourism Commission on Wednesday, July 8, 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, Ballinger presiding.

#### **Commission Members Present:**

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

#### **Support Staff Present:**

- Kerri Hensley
- Megan Campbell

#### **Visitors Present:**

- David Gregory
- RPM
  - Joel Rapp
  - Joey Banks
  - Devin Johnson

## **Approval of June 17, 2020 Meeting Minutes:**

Rick Thomas made a motion to approve the June 17, 2020 Meeting Minutes. Charles Arnold seconded. Motion passed unanimously.

## **Directors Report:**

### **Director's Report**

**July 8, 2020**

### **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, and the Fourth of July Weekend Grand Reopening.

### **Social Media**



Twitter: Twitter: 10,503 impressions and around 457 total followers



Facebook: 8,036 total "likes," 1,088 page views, 16,666 post engagements, and 143,391 people reached.



YouTube: 31,523 video views so far on 51 public videos.



Instagram

Instagram: Up to 2,116 followers.

## **June Group**

Connie Mondine resumes work on July 10<sup>th</sup>. We are continuing to receive group cancellations.

## **Workshop Programs Report**

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

There are three Virtual Professional Learnshop opportunities for Educators on 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. The Virtual Singing Bird Music School Learnshops 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 opened June 8<sup>th</sup>. Currently, we have 10 patrons registered for the PD courses and 8 registered for Singing Bird.

**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**

Kicking off grand reopening Fourth of July Weekend with socially distanced festivities including 106.7 The Pinnacle playing music in the Artisan Village and the City of Berea Fireworks show!

Welcome Center began regular hours of operation the first weekend of July. We are encouraging visitors to wear masks and cleaning restrooms and high touched areas often. We have prepared grab and go bags with Berea information for contactless curbside pickup.

**RPM (Right Place Media):**

RPM presented a media strategy presentation to the Berea Tourism Commission.

(A full copy of the presentation is on record in the minutes book.)

After the presentation, RPM had a Q&A with the commission to discuss recommendations for their advertising strategy going forward.

**Executive Session to Discuss Personnel:**

Charles Arnold made a motion for the commission to go into executive session to discuss personnel. Ahmad Reynolds seconded. Motion passed unanimously. Public meeting stopped at 3:56PM.

Business session called back to order at 4:56PM.

Charles Arnold made a motion to eliminate the Executive Director position. Rick Thomas seconded. Motion passed unanimously.

Ahmad Reynolds made a motion accept the new position, Tourism Operations Manager with a paygrade of 45. Charles Arnold seconded. Motion passed unanimously.

Charles Arnold made a motion to accept the Program Manager position with a paygrade of 38. Charles Saunders seconded. Motion passed unanimously.

Ahmad Reynolds made a motion to accept the Communications Manager position with a paygrade of 26. Charles Arnold seconded. Motion passed unanimously.

Rick Thomas made a motion to accept the Tourism Operations Assistant position with a paygrade of 20. Ahmad Reynolds seconded. Motion passed unanimously.

Ahmad Reynolds made a motion to appoint Kerri Hensley into the Tourism Operations Manager position. Charles Saunders seconded. Motion passed 6:1.

Rick Thomas made a motion to appoint Nancy Conley into the Program Manager position. Charles Arnold seconded. Motion passed unanimously.

Rick Thomas made a motion to appoint Megan Campbell into the Communications Manager position. Ahmad Reynolds seconded. Motion passed unanimously.

Charles Arnold made a motion to adjourn; Ahmad Reynolds seconded. Motion passed unanimously.

Meeting adjourned at 5:07 PM.