

## Berea Tourism Commission Minutes

### Business Session

Wednesday, August 12, 2020

### VIDEO TELECONFERENCING MEETING PER KRS 61.826

Please take notice of a Special Called meeting of the Berea Tourism Commission on Wednesday, August 12, 2020, at 3:30 PM. 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 3:32PM, Ballinger presiding.

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

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

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

- Donna Angel
- Megan Campbell

#### **Visitors Present:**

- David Gregory
- Bruce Fraley
- Rachel Kennedy

### **Approval of July 8, 2020 Meeting Minutes:**

Rick Thomas made a motion to approve the July 8, 2020 Meeting Minutes. Ahmad Reynolds seconded. Motion passed unanimously.

### **Palmer Engineering Update- Rachael Kennedy:**

Rachael Kennedy gave the Commission an update on the Historic Register Application for Berea's Downtown District.

Kennedy announced that they will be having a virtual meeting for the Historic District on October 13<sup>th</sup>. Kennedy also said she would send a copy of the contributing buildings in the district to Donna Angel and Kerri Hensley.

### **Director's Report- Donna Angel:**

**A full copy of the Director's Report is on record in the Minutes Book.**

**Staff Meeting** conducted and review of Job descriptions for each individual employee was completed July 2<sup>nd</sup> = 10<sup>th</sup>.

**Welcome Center** reopened full time on July 6<sup>th</sup>: Foot Traffic remains low: Not all stores are back up and going just yet (Lindsey Jewelers - Weavers Bottom-Fudge Shop-Thrive-Family Tree-Rocks & Minerals):

**COVID:** All Stores that are open have prepared very well for guest/visitor's on health and safety concerns: Shout out to Gina McGraw @ **Copperas Candle**. "Sample" candle for touching, easy for her to recognize and clean from that point: All stores are immaculate and beautifully displayed for the reopening: The Cabin, Top Drawer, Village Life Boutique, Ky Guild, Bob Berger Studio, Dr. Oldfield, Barnes Antiques:

Rebecca Johnson, **Old Town Fabric** gets a show of great thanks for the continuation of all her mask that she has made during the COVID: She had a Great COVID experience!

Donna visited all Old Town shops and thanked them for their business and dedication:

**New Tenant in Old Town:** Jessica Cox, a Little Southern Class-Florist and Gifts: Class Instructor also: Opening by the end of August:

**Discover Madison Magazine:** a shout out to Jeanette Rowlette for taking the initiative to get Berea coverage in the magazine, highlighting the Old Town Shops, many businesses plus Pinnacles for hiking & biking trails along with The Berea College Forestry Outreach Center and our own Berea Parks and trails:

Also mentioned was a great piece on Get Outside, w/ Alex Sipple for kayaking, canoeing, paddling, fishing etc. Murals of Berea were also highlighted w/lots of great murals around Berea:

Tourism would like to extend a thank you to **Dr. Louis Summers** and **Dr. Peter Hackbert** on the Berea Trails programs: The students have been top notch to get to know and see their drive and passion in what they are doing: Tourism assisted in surveys in Old Town over the July 4<sup>th</sup> weekend, and at the park Concession stand and local park trail in reference to what drew them to Berea, different age segments, the mid 30-50 range was trail hiking and biking, 65- & over shopping: Average dollar they spent was 17.06 per person: We look forward to other projects we can partner with in the near future.

### **Staff Reports:**

**Nancy Conley, new Program manager:** I am very pleased to announce that Nancy has shown her enthusiasm for the workshops and has demonstrated an excellent spirit of passion in her work. Very knowledgeable and creative in her work style and efficiency.

### **Workshop Programs Report July 2020 - Nancy Conley**

#### **Virtual Learnshops for Educators - July 21 - 23, 2020**

Since 2011, Berea Tourism has been providing educators with top quality, hands-on professional learning experiences aligned with the Kentucky Academic Standards. This past July, three Virtual learnshops centered around integrating arts into in-person or non-traditional learning situations to build safe, supportive classroom communities were offered. They were recommended for educators, youth leaders, pre-service educators, students majoring in education, administrators, and teaching artists working in schools or community settings with at-risk populations. Participants had opportunities to create in a fun supportive "atmosphere" at home, at school, or at any location with a stable Internet connection and access to ZOOM and Google Docs. This exciting offering was developed and made possible through a partnership with Partners for Education at Berea College.

There was a total of 30 registrations (paid/invoiced) for this event totaling \$3,300.00 in gross revenue. Twenty-five registrations were invoiced to Partners for Education at Berea College; 15 educators, teaching artists and staff attended from their Promise Neighborhood service area. There were 18 patrons total for this event; all from KY; two were Bereans.

#### **Virtual Singing Bird Music School Offerings - August 1 -2, 2020**

Berea Tourism – Festival of Learnshops partnered with Singing Bird Music School again this year. Musicians at the just past beginner level, had the opportunity to expand their skills during this year's virtual Singing Bird Music School which was held online via ZOOM. Small

group learnshops in guitar, clawhammer banjo, fiddle, mountain dulcimer, ukulele, and Kentucky mountain folk songs were taught by an expert group of musicians. Each afternoon began with an optional song sharing circle, a “round robin” session for students and teachers to share their favorite songs for group singing.

There was a total of 17 paid registrations for this event totaling \$850 in gross revenue. There were 12 patrons total; from five states (8 from KY, 1 from MI, 1 from IL, 1 from WI and 1 from FL); two were Bereans.

Nancy and I have decided that we would “Cancel” the October live workshop for HOW, due to the unprecedented times of COVID:

We do plan to schedule our Make It Take It Give It, workshops if possible: We are preparing a budget and analyzing the class situation at this time:

**Megan Campbell our new Communications manager:** Megan and I met and discussed new “communication/marketing” projects that we wanted to roll out immediately showing local merchants support: \* We created a **“Daily Spotlight”** FB post for Berea Tourism and Economic Dev. For support of all local business and a \***Weekly Berea Biz**, newsletter including ALL business news in town: We have received over 100 responses of people thanking us for the stories or the social media post: We have had several people email or call to see “what they need to do to get in our newsletter”: It has really been good advertising for the Berea merchants and we certainly hope whatever we can share will help them through this downtime:

Megan also did a “Virtual” Berea Chamber tour of the Welcome Center, during COVID:

Donna and Megan have made store, shop and business visits all throughout Berea, for introducing Megan into the community and spreading the purpose of her position and the Newsletter:

**Kerri Hensley our new Operations manager:**

\*Kerri has continued to work w/RPM our new advertising agency on our website plan of action:

\*She is currently doing some research work with the KY heritage Council in reference to the Main Street Program: Hopefully she will have news to share with us at the next meeting:

\*She submitted KY Tourism Matching Funds application to KY Department of Tourism. This program provides financial assistance to promote tourism. The program is administered by KDT staff in accordance with 300 KAR1:010, Regional and Matching Funds Program.

\* She prepared the “Welcome Center” for our Healthy re-opening procedures:

\* She prepares all PO’s for the finance Dept. in a timely and efficient manner:

**Connie Mondine** our Part time Convention/Tour Coordinator has done an excellent job during the COVID situations by reaching out and working closely with the Travel Centers and the Bus Tours; We have decided to schedule the bus tours as normal and plan ahead, knowing we may have to cancel all in the future: Please note on Connie's excel spreadsheet on Friday, 8-7-2020, (4) bus tour cancellations were received: Connie works diligently on the phone w/follow up and planning for the convention business:

**Scharme Price** our part time staff - graphic artist and lady of many talents has been incredible to work with on flyers/brochures/handouts and many other layouts for NEW social media marketing: Not to mention she is the BEST ever Landscaper and has done a fabulous job of cleaning and clearing our John Carloftis garden.

**Art Accelerator Program Committee Update-Rick Thomas:**

The Commission gave an update on the Art Accelerator Committee's plans to help develop a successor program for the former Art Accelerator Program. The committee includes people from various different groups and organizations in town.

They announced that they will be having their first committee meeting on September 24<sup>th</sup>.

Patrick Huston made a motion to adjourn; Charles Saunders seconded. Motion passed unanimously.

Meeting adjourned at 4:29 PM.