

**Berea Tourism Commission Minutes  
Business Session  
March 18, 2021**

**VIDEO TELECONFERENCING MEETING PER KRS 61.826**

**Business Session**

Called to order at 3:37PM, Patrick Huston presiding.

**Commission Members Present:**

- Charles Arnold
- Laura Carpenter
- Patrick Huston
- Kristy Napier
- Charles Saunders
- Rick Thomas

**Support Staff Present:**

- Donna Angel
- Megan Campbell

**Visitors Present:**

- Bruce Fraley
- David Gregory
- Devin Johnson- RPM

**Approval of Minutes- February 10, 2021 & February 24, 2021:**

Rick Thomas made a motion to approve the February 10, 2021 & February 24, 2021 Berea Tourism Commission meeting minutes. Laura Carpenter seconded. Motion passed unanimously.

### **Right Place Media Update:**

Devin Johnson gave the Commission an advertising update & monthly reports on behalf of Right Place Media. He then announced that Tourism's account manager, Bill Rice, from RPM has moved on to a different job, so Tourism will be getting a new account manager from the RPM team.

### **Pavilion Update:**

David Gregory gave the Commission an update on the Pavilion. He announced that the completion date has been pushed back to late June-July 2021.

### **Director's Report:**

Donna Angel gave the Commission an update on behalf of the Berea Business & Tourism Development Department.

### **Social Media Numbers & Data:**

**Facebook:** Feb. 2021 Likes **8,963** vs. Jan. 2021 **8,911 + 52**.

**Instagram:** Feb. 2021 Followers **2,909** vs Jan. 2021 **2,852 + 57**

**Instagram Impressions:** Feb. 2021 **3400-6000** per week vs. **Jan. 2021 3300-5300 +100 + 700**

**Twitter:** Feb. 2021 **532** Followers & **7,044** Impressions vs. Jan. 2020 Followers 527. **4,965** Impressions. +5 increase on followers and +2,079 impressions.

### **Welcome Center Visitor Count:**

February 2021 308 with vs. Jan. 2021 308 or -0 Change

### **Communications Manager Report: Megan Campbell**

- Managing VisitBerea.com
- Creating and distributing the Berea Biz Weekly newsletter to Berea Tourism & Economic Development Stakeholders: February focus was on the Public Works Dept. and Utilities work for the great service demonstrated during the Ice/Snowstorm and Flooding that followed
- Creating and distributing the monthly newsletter to visitors

- Creating content and campaigns for newsletters and social media (local events)
- 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; Christina Stallard Photography, Mother Well Doula, Wildflowers Boutique, Log House Crafts & Gallery,
- Fulfilling media requests...Phone Interviews
- Mailing out visitor guide requests & recording them in our data
- Answering info emails from VisitBerea.com from out of state or local people

Megan is currently in the process of:

- Getting together a “Food Truck Friday” community event to encourage both visitors and locals to get out and experience Berea, especially with warmer weather on the way (More details coming soon)
- Creating a monthly newsletter for local hotels and B&B’s to promote Berea’s unique lodging.  
(This newsletter will be sent out to both our local and visitor contacts, in hopes of encouraging vacations & staycations)
- Tying both of these ideas into Kentucky’s State Campaign: Stay Home, Go Far, Stay Safe

**Motor Coach Bus March Report: Connie Mondine**

Connie is getting ready to welcome buses back very soon! Collette is scheduled for Sunday April 18<sup>th</sup> to watch artist demonstrations in Old Town. They have several more groups scheduled later in the year.

Scharme Price and Connie are also working on a small event for the second weekend in April. 10<sup>th</sup>,

Ideas are: having shops decorate their windows in Spring themes, working artists to do special demonstrations, inviting food trucks, putting sidewalk chalk drawings and things like hopscotch up and down the sidewalks to encourage families and visitors to get out and walk the entire area, have fun, visits shops etc. We will also have chalk available for folks to use to bring out their own inner artist. There will be a scavenger hunt where folks can snap a photo of 10 different items. They will show the photos to someone at Tourism, and then will receive a prize. We will have Megan promote through social media and our website. We have been researching similar events in other cities and this seems to be a very fun, exciting day for everyone and good exposure for local businesses.

Here are some updates on leads from the ad we placed in the KY Visitors Guide 2021. Once a week I receive a list a folks specifically requesting info on Berea. There is a lot of details

about each person making requests such as when they plan to come here, how many people with them, etc. For the first 6 weeks of receiving this information, the top 5 states folks are coming from are:

KY—24 requests

Ohio—14 requests

Illinois—13 requests

Michigan—11 requests

Wisconsin—10 requests

We have received a total of 162 requests for the first 6 weeks. Each person I send a Berea brochure, the map Scharme created with gallery store fronts on it, Berea history brochure and one of the hiking trail maps since many have that as an interest.

This goes along with the data from the walk-in visitor traffic I have been tracking that I sent to you a long time ago. To recap that: In 2019 the top states people who came inside our office came from were:

In 2019 .... KY, Ohio, Michigan, Tennessee, and Florida

In 2020 the top states for walk-in visitors were

KY, Ohio, Michigan, Tennessee, and Indiana

### **Program Manager Report - March 2021 - Nancy Conley**

We are moving forward with planning a scaled down Learnshops/workshop event for this summer not the full-scale Festival of Learnshops. It remains an uncertainty if it can be pulled off, if so, there will be more restrictions, limited capacity, etc. The **10<sup>th</sup> anniversary Festival of Learnshops Celebration** was postponed, last year (2020) due to the global pandemic and it is my recommendation that it stays postponed until 2022 - when it should be safer for larger gatherings and festivities to take place. We are looking forward to planning this 10<sup>th</sup> anniversary celebration! Also looking ahead at planning workshops on select weekends in **October thru December - the Make It, Take It, Give It event.**

1. From past meeting it was Approved by Commissioners to fund a new trail: The Mountain Bike Trail for 2021 Completion.

2. Pleased to announce that the Galantines event in February, shop to shop w/stamped card from store to store merchant hopping was a success:

3. Met w/Michael Watkins, WBON TV for marketing ideas and concepts to participate locally in for 2021—2022

4. In the month of February we had three local businesses that were featured in magazines, Cynthia Main broom maker was featured in Remodelist and Native Bagel – Katie Startzman was featured in Food & Wine magazine and Samantha Shepard and her puppies was featured also in a magazine:

5. Billboard new layout is up:

6. Scharme Price designed a packet of literature for the recently registered Historical District of Berea listings of Berea that has been placed on the State Registry along with the Historic Preservation Tax Credit info. Available at the Welcome Center.

7. Donna attended the Bluegrass Regional Tourism & Visitors Convention conference last week:

### **Focus: Stay Home, Go Far, Stay Safe**

Cares Act Funding will be coming for the Bluegrass Region: Marketing and Video will be a major promotion for all 8) cities in our region: April thru Sept.

Hotel Industry getting major push of support for advertising and marketing along w/Air B&B's of which family's still want to rent vacation homes together:

Entertainment – Rests. & Outdoor Activities are seen as continuing strong this summer and staycations at home in KY will remain intact. Out of State Travel and Quarantine has not been a topic of discussion just yet.

### **Reimbursable Marketing Request:**

Patrick Huston went over how the commission has done the Marketing Reimbursement Request in the past, and started a discussion on how they would like to proceed doing it in the future.

After discussion between the commission, Charles Arnold made a motion to continue using the same format and move forward with the Marketing Reimbursement process. Kristy Napier seconded. Motion passed unanimously.

### **Pavilion Naming Opportunity:**

The Commission went over the names and votes from the community survey for the Pavilion project.

The top three names were

- The Chestnut Street Pavilion
- The Pavilion
- Berea Community Pavilion

Patrick Huston then did a roll call to allow each commissioner to vote for their favorite name.

After voting, the commission decided to go forward with “The Chestnut Street Pavilion” as a name recommendation for the Pavilion to submit to Mayor Bruce Fraley.

### **Public Comment Announcement:**

The Commission decided that they would like to have a way to have public comment in their virtual meetings, as they are interested in what the public has to say.

After discussion, the Commission decided the best way to allow public comment in the virtual meetings would be to have them submitted by email, [tourismpubliccomment@visitberea.com](mailto:tourismpubliccomment@visitberea.com), and they would be read aloud by David Gregory or Donna Angel at the virtual meetings. The commission asks that public comments be submitted by the day before the meeting, and kept under a couple of minutes. They agreed that if there is a matter that requires more than a couple of minutes, the public can request to be added to the agenda at the next meeting.

### **Commissioners Comments:**

Rick Thomas gave the Commission an update on the Art Accelerator Successor Committee. He announced that the Committee would like to have a joint meeting with the Commission and City Council to keep everyone informed on the next steps that the Committee would like to take. Donna Angel and the Mayor will get with City Council to set up a date and time in April for the joint meeting.

### **Motion to Adjourn**

Charles Arnold made a motion to adjourn; Laura Carpenter Seconded. Motion passed unanimously.

Meeting Adjourned at 5:21PM.