

**Berea Tourism Commission Minutes  
Special Called Meeting  
April 14, 2021**

**VIDEO TELECONFERENCE MEETING PER KRS 61.826**

**Work Session:**

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

**Commission Members Present:**

- Laura Carpenter
- Patrick Huston
- Linda Ross
- Charles Saunders
- Rick Thomas

**Support Staff Present:**

- Donna Angel
- Daniel Brindley
- Nancy Conley

**Visitors Present:**

- David Gregory

**2021-2022 Budget Review**

David Gregory reviewed the draft FY2022 Tourism Budget line item by line item; with narrative explanations by Donna Angel.

Discussion and Narrative included:

Revenue - Reviewed all line items

Expenses - Reviewed all line items

- Personnel expenditures include a 2% cost of living adjustments.
- Medical and Life - Donna to work with Jennifer as this should have increased.
- Advertising up to \$300,000: Advertising Agency Budget from \$200,000 to \$250,000, \$50,000 for Billboard not thru Agency as well as in house/local projects.

- Board and Commission Pay has moved and is included in Salaries: PT/Seasonal/Temp Line Item.
- Music on the Porch increased - hoping to resume that program this year.
- Discussion and recommendation by Patrick Houston to increase Conference/Meeting Expenses Line Item to \$6,000 and Meals and Travel Line Item to \$1,500.
- Discussion on Workshops Line Item: Hope to resume programming for the Fall and Winter; ticketing portion of website is current hold up. Discussed idea of increasing fees collected and retained.
- Building and Grounds - Included in increase is money for Hotel Building: to paint the exterior of the building, cover outside electric wiring, and paint a mural on one exterior side of the building.
- Discussion led by Rick Thomas: Are there events that we want to add a line item to the budget for such as the Spoonbread Festival, Levitt AMP and Kentucky Guild of Artists and Craftsmen Fall Fair? Donna Angel to add \$2,500 for each of the three events listed and see what that looks like at the next budget work session.
- Indirect Costs from Annual Services: David Gregory to confirm for next budget work session if this includes Public Works for their assistance with mowing, landscaping, etc.

David Gregory requested the Tourism Budget Approval by Commission by May 14, 2021 to allow time for Council Budget Work Sessions. First Reading of City of Berea Budget is scheduled for June 1, 2021; Second Reading is scheduled for June 15, 2021.

Berea Tourism Commission to add Budget Approval as agenda item on May 12, 2021 meeting agenda.

Berea Tourism Commission to have a budget work session prior to May 12, 2021 meeting. Tentatively scheduling April 27, 2021 at 3:30 PM for Budget Work Session. Patrick Houston will confirm meeting date approval with Mayor Bruce Fraley and will send meeting Agenda and Teleconferencing Link to Commissioners.

Work Session Adjourned at 4:27 PM.

### **Business Session:**

Called to order at 4:36 PM; Patrick Huston presiding. Note: a quorum is present.

### **Commission Members Present:**

- Laura Carpenter
- Patrick Huston
- Linda Ross
- Charles Saunders
- Rick Thomas

### **Support Staff Present:**

- Daniel Brindley
- Donna Angel
- Nancy Conley

### **Visitors Present:**

- David Gregory

### **Approval of Minutes - March 18, 2021 and March 29, 2021**

Charles Saunders moved to approve the minutes of March 18, 2021 and the minutes of March 29, 2021; seconded by Laura Carpenter. Motion passed unanimously.

### **Public Comments Provided by Donna Angel**

No Public Comments submitted.

### **Chestnut Street Pavilion Update Provided by David Gregory**

Last meeting regarding pavilion was April 9, 2021. Shelter is scheduled to ship April 30, 2021. Cupula is in fabrication with Campbellsville Industries and is scheduled to ship approximately two weeks from now. Elevations have been worked out. A plan has been worked out to have conduit that was damaged during construction repaired. City installed gas service line that runs from back of the former Ford Building to the construction site.

Anticipated work between now and next meeting in May: Shelter footers and ankle bolts will be installed (Ankle bolts have been delivered to City Hall). Shelter concrete pads to be installed. Install shade structure foundations. If it is warm enough and if plants are opened up, perhaps the base coat of the asphalt can be done. Some fencing has been ordered, expecting delays in that because of material. Construction schedule is still on as it stands. Keeping same completion date for late June with a punch list for first of July. No weather delays. No payments have been made. No work has been done. Next meeting about Pavilion is May 6, 2021 at 9AM; in person meeting.

### **Director's Report by Donna Angel**

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

**Facebook:** March 2021 Likes **9,008** vs. Feb. 2021 **8,963 + 45**

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

**Instagram Impressions:** March 2021 **2,945** per week vs. **Feb. 2021 2,909 +36**

**Twitter:** March 2021 **539** Followers **7293** Impressions vs. Feb. 2020 Followers 532.  
**7,044** Impressions. +7 increase on followers and +249impressions.

**Welcome Center Visitor Count:**

March 2021 **932** vs. Feb. 2021 **308** or **+624**

## **WELCOME BACK**

1. Shop owners are back, stores are up and going: Spring has Sprung.  
“Chalk Hop and Shop” in Artisan Village was a great success. Music by the Lambs – Chalk Artwork – Free Prizes – Food Truck – Plant a Flower by Becky Brown –Scavenger Hunt --
2. Village Life Food Truck on site through out the Month of April On Saturdays
3. Jeff Richey Concert coming up April 23<sup>rd</sup>, Spotlight Playhouse Theatre
4. Mtn. Bike Trail was approved, and work is starting on that project.
5. Farmers Market relocated to the Fee Park for the Spring due to construction.
6. Spotlight Playhouse Theatre is now playing Steel Magnolias.
7. Spring flowers from Potting Shed will roll out first of May, due to cold freezing.
8. We had a new visitors group to visit Berea this MTh...Motorcycle riding club
9. June 5<sup>th</sup>, Paul Rominger will be hosted by Tourism as a book signing on the Battlefield of Richmond. 10:00-2:00 selling his books.
10. New Tenant in Old Town.... Gen Z Dance Studio Dance Tawny Woodard
11. Motor Coach Bus arrives in Old Town, April 18<sup>th</sup>....10:00 am, with Lunch at Boone Tavern at @ 12:00
12. Travel Writer, Norman Crampton is currently writing about Berea as one of the Best 100 Small Towns in America. Interviewing some of the new small business that moved their businesses to Berea and why? Black Cat Equestrian, Wildflowers Boutique, White Stitch, Christina Stallard Photography:
13. We recently were contacted for an article currently being written for American Style Magazine with Berea being listed as one of the top 25 Destination cities in America. It appears we were listed as #10 in 2004 In this magazine, not sure where we stand right now, as the article is not completed.
14. Berea Tourism was recently recognized by State Tourism as “still” the #1 city for tourist desiring Arts and Crafts, as per the survey: & Motor Coach Bus
15. We recently have an ad in the Lane Report recently published a large page ad marketing Berea as The Folk Arts and Craft Capital of KY.

16. Just a reminder that the Reimbursable Marketing Grants are now available online for events coming up until funds expire June 30th.

### **Communications Manager Report: April 2021 Meeting**

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: Christina Stallard
- Fulfilling media requests:
  - Mailing out visitor guide requests & recording them in our data
  - Answering info emails from VisitBerea.com

Megan Also:

- Assisted Nancy Conley with updating Berea Shopping, Dining and Staying information on the KY State Tourism website
- Assisted Connie Mondine & Scharme Price with the Chalk Hop & Shop 'til you Drop event
  - Created social media promotions for all platforms
  - Created a Facebook event on Berea Tourism's account for the event
  - Created Flyers to pass out around town for the event

### **Nancy Conley, Program Manager Report: April 2021 Meeting**

- Continue to learn/train on updating and creating content for VisitBerea.com
  - Learning and working with RPM on Workshop Event/ticketing portion of the website
- Oversee daily operations
- Complete, submit and track purchase orders for bill pay
- 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
- Staff front desk at the Berea Welcome Center as needed: answer phones, greet and provide information to visitors, create grab, and go bags

- Participate in Art Program meetings; learn to host, record and live stream the meetings
- Work with team to submit/update close to 100 listings for Berea Shopping, Dining and Staying on the KY State Tourism website
- Work with team to submit images of our assets to Bluegrass region and KY Department of Tourism for campaign use

### **Coach Tours – Connie Mondine**

We will have our first tour group, Collette, on Sunday April 18<sup>th</sup>. 12 people, but still a group comfortable enough to come. They will watch 3 artist demonstrations.

Several more tour companies have been reaching out to book tours for later this year and into 2022 as more folks get their vaccines, locations open up, and travel begins to resume.

Also been organizing the Chalk, Hop and Shop event for Saturday April 10<sup>th</sup>. Shops in Old Town are either offering special sales, demonstrations, “draw an egg for a prize”, etc. We will have sidewalk chalk to hand out so visitors can bring out their “inner artist” as well as a scavenger hunt. For the hunt, visitors will need to find at least 10 of the items on a list, snap a photo, and show the 10 photos to staff at the Tourism office. The first 50 people will get a small gift bag (one per family). We will also have Donna and Lewis Lamb playing music 1:00-2:00 and Village Life will have Hippie Tom’s food truck outside their shop.

The KY Travel Guide leads are continuing to come in weekly. To date, from Jan. 14<sup>th</sup> through March 24<sup>th</sup>, we have received 334 requests for information. The top states requests are coming from are: KY, Illinois, Michigan, Ohio and Wisconsin.

### **Reimbursable Marketing Request**

Two applications have been received. One submitted by agenda deadline of last Friday.

Donna Angel made an announcement that everything should be submitted the Friday prior to the Wednesday meeting to be included on the agenda.

#### **Application #1**

**Event/Project Name: 3<sup>rd</sup> Annual Electric Berea Band Showcase**

**Coordinator/Contact Person: Jeff Richey**

**Requesting: \$600.00**

**Dates and Time of Event / Project: April 23 and 24, 2021 from 6-9.**

Funds requested are to help pay performers. There is no advertising plan included except a radio sponsorship.

Discussion that this is a marketing reimbursement matching funds program to be used for promotion. Patrick Houston will reach back out to Jeff Richey directly for further clarification and explanation of funds use and advertising budget for matching funds.

### **Application #2**

**Event/Project Name: Lead Up To Levitt**

**Coordinator/Contact Person: Ali Blair**

**Requesting: \$2,250.00**

**Dates and Time of Event / Project: 3 evening events during May and June. Dates/times TBD.**

Marketing/advertising budget submitted totaled \$2,450.00. Total qualifying match is \$1,225.00. Rick Thomas moved to approve a marketing reimbursement match for Lead Up TO Levitt in the amount of \$1,000.00; seconded by Linda Ross. Motion passed unanimously.

### **Budget Approval**

Decision has been made to host a budget work session tentatively scheduled for April 27, 2021 at 3:30 PM.

### **Artist Search Committee Update Provided by Rick Thomas**

Joint Work Session planned for April 19, 2021 at 5:30 PM between Berea City Council and Berea Tourism Commission. Artist Search Committee is going to update Berea City Council and Berea Tourism Commission on what they have been up to, progress and next steps. In working with the Mayor, an application has been submitted for a USDA grant to help the Committee with the next steps in getting a facilitator.

### **Commissioners Comments**

Charles Saunders asked about a motorcycle group map - Patrick received an email and will forward Charles the email with information about the map.

Donna will resend the charts of the social media numbers and visitor numbers showing the year to year as well as the month to month comparisons to Charles Saunders.

Berea has an ad in Kentucky Living Magazine with the message "Folk Arts and Craft Capital". On reverse side is Danville advertising Art and Craft. Shows that the Branding of Folk Arts and Craft Capital is still very relevant.

Lights on Brockman billboard are off. Are there certain hours the lights should be on? All the rest of them are on but not ours. Donna Angel will check on this.

### **Adjournment**

Laura Carpenter moved to adjourn; seconded by Rick Thomas. Motion passed unanimously. Meeting adjourned at 5:53 PM.