

**Berea Tourism Commission Minutes  
Special Called Meeting - Work Session  
April 27, 2021**

**VIDEO TELECONFERENCE MEETING PER KRS 61.826**

**Work Session:**

Called to order at 3:32 PM; Patrick Huston presiding.

**Commission Members Present:**

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

**Support Staff Present:**

- Donna Angel
- Daniel Brindley
- Nancy Conley

**Visitors Present:**

- David Gregory
- Susan Meeks

**2021-2022 Budget Review**

David Gregory reviewed the updated draft of FY2022 Tourism Budget line item by line item as shown on CLEARGOV; with narrative explanations by Donna Angel and clarification by Susan Meeks.

Discussion and Narrative included:

**Revenue** - Reviewed all line items. Projected total Revenue \$773,200.

- Discussed Transient Room Tax. FY 19-20 was \$141,447.99; currently at end of March of FY 20-21 it is \$56,893. There is potential for larger growth.

- Transfer to Other Funds (-\$310,000.) this includes \$250,000 for upgrades to the Mitchell Tolle Building and \$60,000 for the Ellipse Street Shared Use Path. Will get quotes on Tolle Building upgrades and may need to revisit the \$250,000 amount. Rick Thomas discussed idea that there may be an opportunity to get more grant funding from USDA. Need to think about use for Tolle Building and the possibility of getting grant funding to put in a community kitchen at the Tolle Building. Need to think about and figure out use for Train Depot. The Hotel Building second floor is unusable and not safe. Need to develop a plan on how to make these spaces usable/ how they will be utilized. Will continue discussion at end of meeting on these properties.

#### **Expenses** - Reviewed all line items

- Salaries: 2% cost of living increase is added in. Donna's salary comes out of the General Fund.
- Advertising: Tourism Budget narrative needs updated from \$300,000 to \$250,000. A lot of the items that have fallen under the advertising line item could be broken out into a different line item.
  - Donna discussed and gave examples of different Tourism Department advertising budgets as percentages of overall budget. Percents of budgets that go to marketing/advertising: Murray 40%, Paducah 50%, Berea 30%, Jessamine County 30%, Danville 35% and Maysville 35%. Vallorie with SBDC recommends her clients spend 33 to 35% of their budget on advertising/marketing.
- Other Professional Services: Tourism Budget Narrative needs updated from \$10,000 to \$30,000. The \$20,000 increase is for building design/engineering work; \$10,000 for consultant Judy Sizemore.
- Conference/Meeting Expenses: CLEARGOV Chart shown by David Gregory was updated to \$5,000 from \$1,000 during the meeting; matching the Tourism Budget Narrative.
- Meals & Travel: Tourism Budget Narrative needs updated from \$500 to \$1,000.
- Special Programs: CLEARGOV Chart shown by David Gregory was updated to \$11,000, from \$6,000; matching the Tourism Budget Narrative. Japanese Delegation Welcome Reception \$2,000; Japanese Delegation Dinner/Music & Gifts \$4,000; Spoonbread Festival \$2,500; KY Guild Fall Fair \$2,500. Discussed adding unallocated funds to special programs and a line item for Levitt AMP; decided not to do either. Will add more funds to Reimbursable Marketing Grants.
- Reimbursable Marketing Grants: Discussion and agreement by Commissioners to increase from \$10,000 to \$20,000. CLEARGOV Chart shown by David Gregory was updated during the meeting to reflect this change. Tourism Budget Narrative needs updated to reflect this change.
- Beautification: Discussed increase from \$6,000 to \$8,000 to have funds to replace Christmas lights that are not in working order.

- Principal Payment: \$610,311 will be principal balance left to payoff the buildings at beginning of fiscal year. Berea Tourism has eight different CD's totaling \$1,037,000; all maturing at different times between June and October. If the buildings are paid off now it would equal a savings of \$35,518. CD's that mature in June and July equal roughly \$453,000; Tourism may have enough cash balance in checking account to make up the difference. Discussion and agreement by Commissioners to increase from \$150,000 to \$610,311. CLEARGOV Chart shown by David Gregory was updated during the meeting to reflect this change. Tourism Budget Narrative needs updated to reflect this change.
- Indirect Costs from Annual Services: Discussion regarding this fee to the City of Berea. Allocation rates and fees are formula based and include allocations for the following positions: City Council, Mayor, City Administrator, City Clerk, Finance Director, Tax Administrator, Human Resource Officer, Accounts Payable Specialist, Accounts Receivable Specialist, IT Director and IT Technician.

Joint Budget Review meeting with Tourism and City Council will be scheduled.

### **Work Session to Discuss Strategic Plan Including Tourism Properties**

Patrick Huston will develop an agenda and will work with Commissioners to schedule a work session for some time between May 10 - 14 and/or the following week.

Commissioners to contact Donna Angel to set up time to visit Tolle Building prior to work session.

### **Other Discussion**

Council Chambers have been prepped and ready for in person meetings. In person meetings might begin in May.

### **Adjournment**

Meeting adjourned at 5:04 PM