

The Berea City Council met in regular session, Tuesday, January 21, 2025.

Mayor Bruce Fraley presiding.

A quorum being present, the meeting was called to order at 6:30 p.m.

**COUNCIL PRESENT:** Steve Davis, John Payne, Katie Startzman, Teresa Scenters, Jerry Little, Steve Caudill, Ronnie Terrill

**COUNCIL ABSENT:** Cora Jane Wilson

**OFFICIALS PRESENT:** Jerry Gilbert, Shawn Sandlin, Robin Adams, Tommy Horn, Jason Hays, Kevin Howard, Dani Gift, Zinnia Hensley

**INVOCATION:** Steve Caudill

**PLEDGE OF ALLEGIANCE:** Steve Caudill

**APPROVAL OF AGENDA**

Startzman motioned; Scenters seconded motion to approve agenda as presented.

Voice Vote: All ayes Motion carried.

**APPROVAL OF MINUTES - JANUARY 7, 2025**

Caudill motioned; Davis seconded motion to approve minutes as presented.

Voice Vote: All ayes Motion carried.

**REDEEMING HOPE - HUMAN TRAFFICKING AWARENESS MONTH**

Lisa Foster, President, Redeeming Hope, noted that January was Human Trafficking Awareness Month and shared an update on the construction of the organization’s new home, on Richmond Road, which would shelter girls who have been the victims of human trafficking and sexual abuse. Development plans had been received for the home and ready for submission. Richmond Development was scheduled to begin construction on the home in March of this year. Donations had been received, fundraisers scheduled, and kiosks had been set up in miscellaneous locations for public awareness. They had recently attended an International Human Trafficking Investigation Conference with five countries and eight hundred attendees, consisting mostly of Homeland Security Law Enforcement, FBI, etc., noting Human Awareness had to be shared. The Blue Heart Dinner fundraiser had been scheduled for February 8<sup>th</sup>, Boone Tavern. For more information, the public could visit their website at [redeeminghopeky.org](http://redeeminghopeky.org).

**MUNICIPAL ORDER #01-2025 A MUNICIPAL ORDER OF THE CITY COUNCIL OF THE CITY OF BEREA, KENTUCKY, ESTABLISHING THE STANDING LEGISLATIVE COMMITTEES OF THE COUNCIL, THEIR MEMBERS, AND THE CHAIRPERSON.**

Corporate Counsel, Gilbert, read Municipal Order #01-2025 in entirety.

Council held a brief discussion on committee priorities and/or responsibilities, agreeing this should be discussed at individual committee meetings.

Caudill motioned; Little seconded motion to approve and adopt Municipal Order #01-2025.

Voice Vote: All ayes Motion carried.

**DEPARTMENT HEAD REPORTS****Dani Gift, Interim Director, Tourism**

Gift shared a review of 2024 and plans for 2025.

**2024**

- The Visitor Center had 16,707 visitors and 1,472 calls for information, representing all fifty states, Washington DC, twenty-six countries, and six continents.
- Berea Tourism LearnShops Series consisted of 575 registrations, 130 classes, with a net-sales of \$50,755.87, with 80% of all net profit going back to the Artists.
- Tourism hosted events totaled 8.5K in attendance.
- Group Tours planned totaled fifty-six groups which included motorcoach, schools, senior centers, and professional development groups with a total guest count of 1,388.
- Media and Marketing included Facebook, Instagram, Constant Contact (Newsletter Software), and Paid Marketing Projects.

**2025**

- Beautification included additional fall and Christmas decorations, spring planting prep, and new wayfinding signage.
- The Corner Exchange space would be used for pop-up shops, local artist work, and LearnShops.
- Currently, the Berea Craft Festival had confirmed fifty-one returning artistS and artist / vendor applications were available online.
- Get your “Hands On” Berea was a newly created themed marketing campaign based on creating your own “Hands-On” experience in Berea through arts and crafts, outdoor adventure, dining, shopping, and lodging.
- American Rescue Plan Act (ARPA) Funding had been used to fund seasonal content shoots, commercials (Nexstar), and motorcoach promotional advertisements.
- Future projects included Berea’s Welcome Center History Exhibit, Pavilion Concert Expansion, and Expanding Online Resources.
- Professional Development included attending the Kentucky Travel Industry Association (KTIA) Fall Conference, enrolled in the Certified Tourism Professional Program offered by KTIA, and Kentucky League of Cities (KLC) City Officials Training.

**PUBLIC COMMENTS**

None

**CITY ADMINISTRATOR’S REPORT**

- Sandlin acknowledged and thanked Rose Beverly for her leadership over the past three years and support during the last month in preparation on the many ongoing projects. Grateful for the opportunity to have worked with her.
- Expressed sincere gratitude to Mayor Fraley and City Council for placing their trust in him to serve in the City Administrator capacity once again. He was committed to learning about each project in motion, stating it was exciting as many of the projects seemed to be gaining momentum, and he would provide updates as projects moved forward.
- The amended budget process had begun. He had met with each department, reviewing any intended changes. Would be meeting with Mayor Fraley, then provide Council with the budget. A Work Session presentation was planned for February 11<sup>th</sup>.

- Thanked Gift for her presentation. To see her vision for Tourism was exciting and in speaking with her, you could hear her excitement.

**MAYOR'S REPORT / COMMENTS**

- Thanked Sandlin for stepping up in the interim role of City Administrator.
- Thanked staff and department heads involved in Beverly's send-off event.
- Reported to Council of City attendees who attended the 2025 KLC City Officials Academy, i.e., Robin Adams, John Payne, Steve Davis, Donna Angel, Shawn Sandlin, and Mayor Fraley. Ongoing training was available to all elected officials, board and commission members, and all professional staff. The City was fortunate to have high quality training in City Governance as provided by Kentucky League of Cities and encouraged everyone to take advantage of the opportunities.
- Complimented the Public Works Department and Police & Fire Departments during the weekend snowstorm. Well done to all involved.

**COUNCIL COMMENTS**

**Terrill** No comment.

**Caudill** Great presentations tonight. Redeeming Hope's work was astonishing, it took very special people to do work that was incredibly important for our society. Announced Silver Creek's Elementary School's Mini Dance Blue Marathon, February 28<sup>th</sup>, to raise funds for the DanceBlue Clinics. To anyone with an interest in donating, he and his wife would be sharing information on social media. A great cause, an opportunity to give to a place that serves kids with childhood cancer. Would appreciate anyone who wanted to support DanceBlue Clinics.

**Little** No comment.

**Davis** Thanked Council for the conversation regarding the Personnel Committee. Thanked Road Crews and First Responders for another wonderful job. Get your tickets for Redeeming Hope's fundraiser in February, great organization. Dani, super report. Stay safe and be blessed.

**Payne** Dani, well done, nice presentation. Echoed Caudill that you do not have to be a tourist to enjoy the opportunities our community's Tourism Department offers. Consider coming to an event, you would probably enjoy yourself. Thankful for the training opportunity with KLC. Announced a Parks Committee meeting scheduled for Thursday, January 30<sup>th</sup>, 5:30 p.m.

**Startzman** Participated in the Berea Makers Space this weekend, which included high-quality instructors. They were provided grant funding from Berea College for their Traditional Crafts Program. Classes could be attended for free or by donation. Classes were opened a month prior to being offered. Recommended checking out [bereamakersspace.org](http://bereamakersspace.org). Membership was not required to participate. Grateful they were in our community.

**Scenters** Stay out of the cold. Watch out for your elderly neighbors and pets. If you are cold, everyone else is too. Have a good week.

**ADJOURNMENT**

Payne motioned; Scenters seconded motion to adjourn at 7:41 p.m.

Voice Vote: All ayes      Motion carried.

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Mayor Bruce Fraley

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City Clerk