

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, April 10, 2019
Visitors Bureau Administrative Offices**

Present: S Henley, R Childrey, E Brame, L Daniels, R Heilmann M Zapp, C Lane, P Boucher,
R Capps

Absent: C McLamb, M Mancuso

Staff: D Bailey-Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:17 pm and stated that a quorum was present. With no corrections the agenda was adopted. S Henley also asked for any possible Conflict of Interest concerning the agenda. None being heard the meeting continued.

S Henley asked for a motion to accept the March minutes that were previously sent to the board.

R Heilmann motioned to accept the March minutes as presented. R Capps seconded. Motion passed unanimously.

II. Finances – D Bailey-Taylor

Month-to-Date Revenues for March were \$98,318.49. Month-to-Date Operations were \$154,533.50. Net loss for the month was (\$56,215.01). Year-to-Date Revenues were \$1,136,301.66. Year-to-Date Operations were \$1,110,664.38. Year-to-Date net gain was \$25,637.28. The February county revenues were \$66,040.66. Smithfield's February Revenues were \$18,027.96. Selma's February Revenues were \$8,411.57. Kenly's February Revenues were \$1,946.30, Benson's February Revenues were \$3,899.79.

DBT presented to the board the proposed 2019-20 budget. It was noted that the marketing committee and special projects committee had reviewed it already. The revenues were projected to be lower due to revenues generated by Hurricane Florence in 2018. The board will vote on the budget at the May meeting.

III. Executive Committee – S Henley

S Henley stated that the committee did not meet, but that the bureau has hired Jenna Andreasen as the Content Manager and have one additional interview for the Visitor Center Assistant position.

IV. Special Projects – E Brame

E Brame stated that the committee had met and reviewed the Matching Marketing and Capital Grants guidelines. The board discussed the proposed changes to the Matching Marketing Grant, which increase the Community Event grant amount from \$500 to \$750.

R Heilmann motioned to accept the guidelines with the increased amount as presented. R Childrey seconded. Motion passed unanimously.

The board also reviewed the Capital Grants recommendations from the committee. Discussion was had about the proposed changes.

R Capps motioned to move the support for Economic Development to the marketing line item in the budget and to accept the guidelines for the Capital Grants as presented. R Heilmann seconded. Motion passed unanimously.

V. Marketing Committee – R Heilmann

R Heilmann noted that the Marketing Committee met on March 26th. He stated that the committee reviewed and discussed proposed budget items for the 2020 Marketing Budget. Items discussed included:

- What to do with the new Visa Data as it pertains to advertising and sales missions
- New in-market ideas for partners to build customer loyalty
- New tactics to combat road construction interruption for visitors
- New Strategic Plan and what may change in our marketing plan
- Possible new Visitor Profile Study needed
- Increased administrative costs with new employees
- New Public Relations tactics for 2020 with a “Tourism Does That” campaign
- Request from the Triangle East Chamber for November 14-15 event for workforce development

E Brame motioned to move forward with the sponsorship for the Hospitality World with the Triangle East Chamber event in November at a cost of \$2,500. C Lane seconded. Motion passed unanimously.

VI. Sports Council Committee – M Zapp

M Zapp stated that the Sports Council met on March 20th. Zapp noted the meeting was intense with discussion about Johnston County School System agreements with rental of facilities. The committee voiced the opinion that a county wide agreement between the schools and parks and recreation was needed. It was suggested that the committee meet in April to gather all the issues facing area organizations and to help draft an agreement for use of school facilities county-wide.

VII. Staff Report – D Bailey-Taylor

D Bailey-Taylor stated that the staff report was included for the board to review. D Bailey-Taylor mentioned that the staff had been busy attending leisure and media trade shows and sending follow up email blast from those shows that have been very successful with 55% click throughs. D Bailey-Taylor will be attending the Destination International CEO Roundtable in Asheville, April 15-18 and Civil War Trails Board meeting April 22 in Richmond, VA. D Bailey-Taylor stated she had met with Larry Strickland about funding tourism projects in Johnston County and that several projects seem to be getting support. The County Commissioners approved the memorandum of understanding with NC Parks for the Mountains to the Sea Trail between Clayton and Smithfield, and to hire someone at the county level for recreation facility development.

VIII. Old Business

Retreat date has been set for Wednesday, May 8th to run from 8:30am-2pm. Breakfast will be available at 8 am and lunch later.

IX. New Business

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
May 8, 2019
Johnston County Tourism Authority Boardroom – 8:30 AM**