

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, April 13, 2022**

Present: R Childrey, WE Andrews, R Capps,
P Boucher, B Cook, M Worthington, M Smith, C McLamb
Absent: M McDonnell, C Roby, J Jennings
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 12:18pm and stated that a quorum was present. R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard. R Childrey asked for a motion to accept the March minutes that were previously sent to the board.

WE Andrews motioned to accept the March minutes as presented to the board. B Cook seconded. Motion passed unanimously.

II. Executive Committee - R Childrey

D Bailey-Taylor stated that the staff was fully back in the office as of April 4th.

III. Finances – March Financial – D Bailey-Taylor

Month-to-Date Revenue for March was \$151,461.72. Month-to-Date Operation Expense was \$113,458.37. Net gain for the month was \$38,003.35. Year-to-Date Revenue was \$1,233,677.90. Year-to-Date Operation Expense was \$834,677.46. Year-to-Date gain was \$399,000.44. The February County 3% revenue was \$81,157.64. Smithfield's 2% Revenue was \$25,995.40. Selma's 2% Revenue was \$5,797.08. Kenly's 2% Revenue was \$1,921.33. Benson's 2% Revenue was \$5,635.74.

In order to vote on the proposed budget for 2022-23, the board moved to the Special Projects Committee report and recommendations. After the Special Projects report and recommendations, the board then entertained a motion to approve the budget for 2022-23.

R Capps motioned to accept the 2022-23 Budget as presented to the board. M Smith seconded. Motion passed unanimously.

IV. Marketing Committee - P Boucher

No meeting in March, however the JCVB team has been working on the budget items for both the bureau and the town's 2% budgets.

V. Sports Council - B Cook

The Sports Council met but did not reach a quorum so there was not an official meeting. DB Taylor shared that she had been involved in two RFP reviews to select firms for the Amphitheater project and the Cleveland Park Project, so both of these projects are moving forward. This month on April 23rd, the Friends of Johnston County Parks is having a clean-up day event which A Brame will be involved with.

VI. Special Projects Committee - R Capps

R Capps stated that the Special Projects Committee met and reviewed the Capital Grant requests. The committee determined that the following grants scored well, were on target for completion in FY 2023 and met the guidelines:

Johnston County Heritage Center – Historical Markers - \$6,850
Johnston County Heritage Center – Conservation grant - \$10,000
Ava Gardner Museum – Conservation grant - \$10,000
Town of Pine Level – Sam Godwin Recreation Park Rehabilitation - \$50,000
Smithfield Parks & Rec – Smithfield Community Park Renovation - \$15,000
Clayton Cultural Arts Foundation – Painting the main auditorium - \$16,000

Total eligible amount requested is \$107,850. The committee had open discussion about the options for funding and recommended that the full amount be funded.

WE Andrews motioned to accept the Capital Grants as presented to the board. M Worthington seconded. Motion passed unanimously.

DB Taylor shared that Tim Kerigan asked the board to consider funding 4th of July fireworks with Smithfield’s 2% funds. Discussion was had that this was a local event that would not put “heads in beds” and the board agreed to deny this request.

VII. Staff Report - D Bailey-Taylor

The Listings Pro module is up and running on the website, so the JCVB team is working on updating the website, the amenities to showcase on the website, and changes with subcategories for our tourism partners. The blog module is up as well and it required some photo header updates. The Act-on email system is still in the “on-boarding” stage and is requiring some IT assistance and review. The Bureau received the retreat summary notes from Dr. Wells, and DB Taylor has written an Executive Summary with five goals and revised the Strategic Plan with new dates as recommended in the retreat. That document will be presented to the County Commissioners at the Lunch Meeting on May 2nd. The SRAC agreed to host us and as in the past, we will conduct our Board Meeting from 11:30am until the Commissioners arrive. Coordination of the Strawberry Harvest Festival marketing campaign using the NC Tobacco Trust Fund grant is underway, and there are several projects in the works: Postcards that all strawberry farms are handing out, advertising and social media, new video, digital billboards, event promotion, and JoCo Grows Agriculture will have a booth at the Ham & Yam Festival.

301 Endless Yard Sale marketing has begun with I-95 CVB partners – rack cards have been printed and staff is working on distribution. Hits to the website are trending up as usual with nearly 5,000 page views in the last 30 days.

VIII. New Business

None.

IX. Old Business

None.

X. Adjourn

Meeting adjourned at 1:10 pm.

***Respectfully submitted,
Melody Worthington, Secretary/Treasurer***

**Next Meeting
Johnston County Tourism Authority
Monday, May 2, 2022
SRAC with County Commissioners - 11:30am**