

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, April 14, 2021 – In-Person and Zoom**

Present: S Henley, R Capps, M McDonnell, R Childrey, M Worthington, P Boucher, M Mancuso

Zoom: B Cook, J Jennings, WE Andrews

Absent: C McLamb

Staff: DB Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:06pm 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 were heard.

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

R Capps motioned to accept the March minutes that were previously sent to the board. M McDonnell seconded. Motion passed unanimously.

II. Finances – March Financial – D Bailey-Taylor

Month-to-Date Revenue for March was \$81,773.59. Month-to-Date Operation Expense was \$71,099.36. Net gain for the month was \$10,674.23. Year-to-Date Revenue was \$765,615.10. Year-to-Date Operation Expense was \$733,760.30. Year-to-Date gain was \$31,854.80. The January County 3% revenue was \$52,995.15. Smithfield's Revenue was \$16,651.83. Selma's Revenue was \$2,819.67. Kenly's Revenue was \$1,689.73. Benson's Revenue was \$3,680.42.

In addressing the 2021-22 Budget proposal, D Bailey-Taylor shared that hotels are beginning to see improvements in occupancy. S Henley asked if D Bailey-Taylor could pull a 5-year report from New World that would give a broader picture of the revenues. R Childrey asked if there would be new capital grants in the proposed budget. Currently there will not be any new grants, only those that were already awarded. It was noted that the board could address later if revenues continue to bounce back and become stable. The JoCo Grows Agriculture Sponsors - revenue, expense and reserve line items have been added to the budget and sponsorships are being received weekly.

M Mancuso motioned to accept the 2021-22 Budget as proposed to the board. R Childrey seconded. Motion passed unanimously.

III. Special Projects - R Capps

R Capps reported that he and D Bailey-Taylor had reviewed a request from Smithfield Parks and Rec to pay out the \$15,000 Capital Grant for the Smithfield Boat Ramp as the project is complete. Discussion was had and the board was in agreement to pay out the grant.

IV. Sports Council - B Cook

B Cook noted that the county was seeing sports programs starting back up. Various towns are updating lighting and renovating existing fields. The bureau is updating the Sports Facilities Guide and using the newest inventory from the Master Plan update that was conducted by A

O'Neal. The guide will be organized by the type of sport, so planners can determine how many fields in the county match their needs. A O'Neal reported that the Master Plan is expected to be completed within the next month with plans for it to be adopted by the County Commissioners. Even though there was not a lot of change to the Master Plan, the surveys did represent more responses from around the entire county. It was noted that half of the open space funding has been spent and projects need to be completed in the 3-year window. The Friends of Johnston County Parks group is becoming more active and expanding participation with community members from the entire county. O'Neal is working to have trail components included in the County Land Use Plan so they will be considered when development issues arise. The Johnston County Schools agreements are moving forward as well as the possible lighting of Middle School fields and some elementary schools that have fields.

V. Staff Report

The bureau is currently updating all billboards that are faded and need new vinyl. The Meeting Venue guide is completed and posted on the website. The New Visitors Guide concept design and rough draft is completed and the staff is reviewing and discussing the inventory needed for tourism partner listings. As noted in the Sports Council notes, inventory review for the new digital Sports Venue Guide continues. Interest in the 301 Endless Yard Sale is increasing on the FB page, however, the General Assembly did approve the summer school program for those students that fell behind during the past year of remote learning. Confirmation of what Johnston County will be doing as it relates to schools open along US 301 will need to be considered before a decision about holding the event this year. Some are asking for it to be held on Saturday only if both days are not possible.

D Bailey-Taylor stated that a new staff rotation plan will begin May 3rd allowing the Visitor Center to reopen to the public, which follows the county plan. D Bailey-Taylor is working on having staff teams rotate to the office as a precautionary measure.

VI. New Business

D Bailey-Taylor presented the county's new Computer, Email, and Internet Usage Policy and stated that the board would need to adopt this policy before the staff could sign it. Discussion was had about the bureau already having a policy in place that might be more detailed.

R Capps motioned to accept the Computer, Email, and Internet Usage Policy or a combination of the current policy as proposed to the board. M McDonnell seconded. Motion passed unanimously.

VII. Old Business

None.

Respectfully submitted,

Melody Worthington, Secretary/Treasurer

Meeting adjourned at 12:42 pm.

Next Meeting
Johnston County Tourism Authority
Wednesday, May 12, 2021
Visitors Bureau Administrative Offices - 12 Noon