

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, April 5, 2017  
Visitors Bureau Administrative Offices**

**Present:** L Daniels, R Childrey, R Capps, E Brame, K Brinson, M Zapp, K Henthorn, C McLamb, R Heilmann, S Henley, R Andrews

**Absent:**

**Staff:** D Bailey-Taylor, A Phillips

**I. Call to Order – K Brinson, Chairperson**

K Brinson called the meeting to order at 12:15 p.m. and stated that a quorum was present. With no corrections, the agenda was adopted. K Brinson also asked for any possible Conflict of Interest concerning the agenda. R Capps requested to abstain from the discussion and voting for the Johnston Health Champions Special Events Grant request.

K Brinson asked for a motion to accept the March minutes that were previously sent to the board.

*E Brame motioned to accept the March minutes as presented. R Andrews seconded. Motion passed unanimously.*

**II. Finances – March Financials - D Bailey-Taylor**

Month-to-Date Revenue for March was \$79,273.37. Month-to-Date Operations were \$70,365.98. Net Income for the month was \$8,907.39. Year-to-Date Revenues were \$912,369.34. Year-to-Date Operations were \$714,040.68. Year-to-Date net income was \$198,328.66. The February county revenues were \$55,298.34. Smithfield's February Revenues were \$16,277.20. Selma's February Revenues were \$4,041.22. Kenly's February Revenues were 1,898.70. Benson's February Revenues were \$761.52.

Board members were given a copy of the proposed 2017-18 Budget. Discussion was had about internal coding changes as well as increased line items. Special Projects plans to meet again to discuss possible increases to grants. The board will need to approve the budget at the May board meeting.

**III. Executive Committee – K Brinson**

DB Taylor stated that board had a lease for the 234 Venture Drive property. The board discussed the lease terms and conditions.

*E Brame made a motion to accept the 10-year lease with Venture Place, LLC. R Capps seconded. Motion passed unanimously.*

**IV. Special Projects – E Brame**

The Special Projects committee did not meet in March; however, discussion was had on possible need for the committee to develop a 5-10 year plan on tourism development in the county.

As chairman of the Special Projects committee, Brame asked the board if they would accept the following grant that had been received: Johnston Health Champions 5K and 10K - \$500.

*L Daniels motioned to accept the grant request for the Johnston Health Champions 5K and 10K as presented. R Childrey seconded. Motion passed unanimously, R Capps abstaining.*

**V. Marketing Committee – R Andrews**

R Andrews stated that the committee had not met. DB Taylor stated that the staff was working on getting content in Simpleview for the new website launch date which is projected to be June 24th.

## **VI. Sports Council Committee – M Zapp**

The meeting was well attended. The committee voted to accept the application of Scott Hayes from the Pine Level Parks & Recreation Department. Discussion was had about possibly changing the bylaws to include Pine Level as a permanent member.

## **VII. Staff Report - DB Taylor**

D Bailey-Taylor stated that the staff is very busy with sales missions and media trade shows. S Campbell just returned from a leisure show in Pennsylvania with VisitNC staff and A Brame is currently on a media mission with VisitNC staff in Canada. All staff are working on entering content into Simpleview for the new website, it's "all hands-on deck" as the staff deadline is May 8<sup>th</sup>. Staff will have a table at the May 10<sup>th</sup> Racing for Recruitment event at GALOT Motorsports Park which all JCTA board members will be invited to, times are 11am-2pm. Marketing and PR are underway to promote the 301 Endless Yard Sale scheduled for June 16-17, as well as E Dean is designing materials for the Ham & Yam Festival, May 6th. S Campbell is working on the launch of the JoCo Heritage GeoTrail, and there will be an event at 2pm at the Smithfield Community Park on April 29<sup>th</sup>.

Discussion was had on the NC Main Street Conference coming to Clayton in 2018 and how JCVB can support the event as before with transportation from hotels to the Downtown.

## **VIII. Old Business**

None.

## **IX. New Business**

E. Brame invited board members to attend the Truck Jamboree on May 11-13 in Kenly.

Meeting adjourned at 1:16 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
May 3, 2017  
Visitors Bureau Administrative Offices  
12 Noon**