

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 pm, August 10, 2022**

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

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 12:19 pm 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 June minutes that were previously sent to the board.

J Jennings motioned to accept the June minutes with a typo correction as presented to the board. B Cook seconded. Motion passed unanimously.

II. Finances – June/July Financial – D Bailey-Taylor

Month-to-Date Revenue for June was \$177,797.56. Month-to-Date Operation Expense was \$130,994.77. Net gain for the month was \$46,802.79. Year-to-Date Revenue was \$1,724,230.77. Year-to-Date Operation Expense was \$1,258,475.72. Year-to-Date gain was \$565,755.05. The May County 3% revenue was \$112,479.35. Smithfield's 2% Revenue was \$33,224.62. Selma's 2% Revenue was \$6,055.21. Kenly's 2% Revenue was \$2,503.30. Benson's 2% Revenue was \$6,492.73.

Month-to-Date Revenue for July was \$149,165.46. Month-to-Date Operation Expense was \$84,023.15. Net gain for the month was \$65,142.31. Year-to-Date Revenue was \$149,165.46. Year-to-Date Operation Expense was \$84,023.15. Year-to-Date gain was \$65,142.31. The June County 3% revenue was \$114,175.67. Smithfield's 2% Revenue was \$34,440.79. Selma's 2% Revenue was \$6,874.60. Kenly's 2% Revenue was not reported. Benson's 2% Revenue was \$6,390.16.

III. Marketing Committee - P Boucher

P Boucher gave a brief overview of the June marketing meeting. DBT also shared that the bureau is currently seeking three quotes for the next Visitors Guide which continues to be the primary marketing piece for the bureau. The first quote was 30% higher than the last VG project, with a disclaimer that the quote is not guaranteed. P Boucher asked about the Near.com data intelligence, and DBT indicated the data is being used to adjust marketing audiences for digital, social, and Google ads.

IV. Sports Council - B Cook

No meeting was held in July but DBT shared that Smithfield hosted a large baseball tournament, Clayton opened their new splash pad and Adrian O'Neal continues to work on the Mountains to the Sea route in Johnston County and the new park project in the Cleveland community.

V. Special Projects Committee - R Capps

R Capps stated that the committee met just prior to the board meeting to discuss Matching Marketing Grants. The bureau has received four grant applications; Ava Gardner Festival,

International Food Festival, Selma Railroad Days, and Clayton Harvest Festival. The committee also discussed two other major festivals that will be held this fall; Benson Mule Days and Four Oaks Acorn Festival. A discussion was had about the importance of organizers completing applications for events to help the bureau with any changes or updates so information is correct on the bureau website for the festivals.

The Special Projects Committee recommended that the board accept all six grants as presented for funding.

WE Andrews motioned to recommend to the full board to fund the matching marketing grants for Ava Gardner Festival (\$500), International Food Festival (\$500), and Railroad Days (\$1500) as presented. M Smith seconded. Motion approved.

WE Andrews motioned to recommend to the full board to fund the matching marketing grants for Clayton Harvest Festival (\$1500) as presented. M McDowell seconded. Motion approved.

WE Andrews motioned to accept the recommendation to the full board to fund Mule Days and Acorn Festival grants pending proper paperwork due to extraordinary circumstances as presented to the board. M McDowell seconded. Motion passed unanimously.

VI. Staff Report - D Bailey-Taylor

D Bailey-Taylor stated that the bureau should be hearing from the Specialty Crop Block Grant in September. Bryant Spivey has a position open on his staff that will handle marketing and working with Johnston County farmers for JoCo Grows Agriculture campaigns. The bureau is working on the campaign for the fall which will be focused on Farm Fun and Fall Crops. This project is part of the Tobacco Trust Fund Commission grant. The staff continues to work on the Ava Gardner Festival publicity, social media and event planning as well as the Food Hall marketing and PR. The Tarheel League Tournament was held in Smithfield and Downtown Smithfield and hotels have shared positive comments about the event. The bureau held a meeting with five of the stops on the BWST to reconnect on how the trail works and how JCVB markets the trail. Hinnant is hosting their 50th Anniversary of the vineyard on September 17th and invited trail members to have a tent/table at the event. JCVB/JoCo Grows will have a tent as well. The design stage of the Town Commons Amphitheater is going well with plans to have the project completed in June 2023. The bureau has switched to the new GoogleA4 Analytics and as the staff learns more will update the board on the new measurements.

VII. New Business

None.

VIII. Old Business

WE Andrews asked if a new resolution of support had been written for Bentonville. DBT noted that the Friends of Bentonville has a meeting scheduled later this month where that will be discussed and that the two new members from Johnston County interested in serving on the Friends board will be presented.

IX. Adjourn

Meeting adjourned at 12:57 pm.

***Respectfully submitted,
Rick Childrey, Chairperson***

Next Meeting
Johnston County Tourism Authority
Wednesday, September 14, 2022
Visitors Bureau Administrative Offices - 12 Noon