

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, August 11, 2021**

Present: M McDonnell, R Childrey, P Boucher, WE Andrews, R Capps, J Jennings

Absent: B Cook, C McLamb, S Henley, M Worthington

Staff: D Bailey-Taylor, A Phillips

I. Call to Order – R Childrey, Vice Chairperson

R Childrey called the meeting to order at 12:17pm and stated that a quorum was present.

WE Andrews asked to be added to the agenda for comments for the good of the bureau. With no other corrections the agenda was adopted. R Childrey also 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.

***WE Andrews motioned to accept the June minutes that were previously sent to the board.
M McDonnell seconded. Motion passed unanimously.***

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

Year-end Revenue was \$1,226,879.61. Year-end Operation Expense was \$1,114,166.10. Year-end gain was \$112,713.51. The June County 3% revenue was \$97,434.79. Smithfield's 2% Revenue was \$32,684.96. Selma's 2% Revenue was \$6,055.21. Kenly's 2% Revenue was \$2,936.29. Benson's 2% Revenue was \$6,492.73. Year-end revenue included the PPP loan amount of \$101,000, grants, and JoCo Grows sponsors.

July Year-to-Date Revenue was \$140,712.91. Year-to-Date Operation Expense was \$64,487.47. Year-to-Date gain was \$76,225.44. The July County 3% revenue was \$83,109.70. Smithfield's 2% Revenue was \$24,198.20. Selma's 2% Revenue was \$6,874.60. Kenly's 2% Revenue was \$3,026.67. Benson's 2% Revenue was \$6,390.16.

III. Special Projects

D Bailey-Taylor reported that the Johnston Community College capital grant was paid in June, and she is seeking an update from the Town of Princeton on their community building project.

IV. Marketing Committee

D Bailey-Taylor announced the committee will meet in August on the 25th at 12N.

V. Staff Report - D Bailey-Taylor

D Bailey-Taylor reported to the board that the New Visitors Guide has arrived, and the scaled back number of pages will be saving .20 each on mailing costs. In June, the 301 Endless Yard Sale took place and produced over 168,207 page views on the website.

D Bailey-Taylor will be writing a letter of support for the NC Welcome Center South. The center

will be closing this November to rebuild a state of the art center with all services under one roof. They are opting to route visitors to the Ag Center in Lumberton on Hwy 74 as the alternative welcome center for the next year.

The bureau just completed a photo shoot with Jonathan Levin for Downtown Smithfield which included the greenway, shopping, and dining on Third street using models. The Bureau will start incorporating these new shots on the website and in advertising campaigns.

D Bailey-Taylor is watching webinars about the EDA grant opportunities, and noted there are several projects that Johnston County could apply for, and she is sharing information with appropriate contacts in the county.

D Bailey-Taylor discussed the recent VisitNC webinar which included research on travel sentiment, and 25% of travelers surveyed are changing their travel plans due to the Delta variant. Travelers are mostly optimistic but being cautious, and information sources being used are media outlets.

V. New Business

It was noted that the Triangle East Chamber will be appointing a replacement for Mike Mancuso who stepped down from the board in July.

VI. Old Business

WE Andrews shared with the board his trip to the NCAA baseball tournament, and he thanked the staff for providing branded materials to represent the county.

VII. Adjourn

Meeting adjourned at 1:01 pm.

*Respectfully submitted,
Rick Childrey, Vice-Chairperson*

**Next Meeting
Johnston County Tourism Authority
Wednesday, September 8, 2021
Visitors Bureau Administrative Offices - 12 Noon**