

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, August 12, 2020
Visitors Bureau Administrative Offices via Zoom**

Present: S Henley, M Mancuso, P Boucher, M Worthington, M McDonnell, R Capps, R Childrey, R Heilmann
Absent: C Lane, B Cook, C McLamb
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:03 pm and stated that a quorum was present.

S Henley stated that that meeting was being held by remote participation with a quorum 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 June minutes that were previously sent to the board.

R Heilmann motioned to accept the June minutes with corrections noted. M Mancuso seconded. Motion passed unanimously.

II. Finances – July Financials - D Bailey-Taylor

Month-to-Date Revenue for July was \$76,330.69. Month-to-Date Operation Expense was \$66,320.20. Net gain for the month was \$10,010.49. Year-to-Date Revenue was \$76,330.69. Year-to-Date Operation Expense was \$66,320.20. Year-to-Date gain was \$10,010.49. The June County 3% revenue was \$61,115.12. Smithfield's June Revenue was \$16,921.91. Selma's June Revenue was \$4,087.31. Kenly's June Revenue was \$2,045.27. Benson's June Revenue was \$4,484.38.

D Bailey-Taylor informed the board that occupancy for hotels in the county was down 31% compared to last year's revenue.

D Bailey-Taylor is watching what congress may pass in the next stimulus package that may include Paycheck Protection Program (PPP) for DMOs to help with salaries. VisitNC is offering a matching marketing program and NCTIA a grant for operations. Information on these two programs will be released next week. S Henley mentioned the CARES Act as another help. D Bailey-Taylor stated that the county will be using CARES Act funding to help with computers for employees for working from home. D Bailey-Taylor stated that she is very thankful for all the county is doing for us, as unlike many other bureaus, JCVB has not furloughed employees.

III. Staff Update during Covid-19

D Bailey-Taylor reported the staff is working from home with a rotation that has one person in the office at a time. The building has needed some repair over the past few months including a water heater leak, broken front window, and air condition out, so having a staff person there is vital.

The staff continues to work on the website audit and the new marketing plan creative for website and social messaging. With a grant from *Our State Magazine*, the bureau has placed some ads starting in September promoting "Outdoor" activities throughout the county and "Weekends are Fun" to encourage in-state weekend trips. Discussion was had about events that have been cancelled and some new businesses

opening during the shutdown, which is encouraging. Some events are converting to virtual events which the staff is putting in the calendar, but many have been rescheduled for 2021. Museums and entertainment venues are still not opened to the public, and board discussed even when venues open back up, recovery and attendance will be slow to return. D Bailey-Taylor discussed the travel sentiment research shows many people are still cautious on traveling. D Bailey-Taylor noted that hotels are doing better in July and traffic on the interstate is growing.

VIII. Old Business

None.

IX. New Business

None.

Meeting adjourned at 12:33 pm.

*Respectfully submitted,
Scotty Henley, Chairperson*

**Next Meeting
Johnston County Tourism Authority
September 9, 2020
Visitors Bureau Administrative Offices - 12 Noon**