JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, August 12, 2026

Present: **J Lassiter, J Hoke, J Pritchett, WE Andrews, P Boucher, A Whitehurst, K Pickett, M Smith**
Absent: **J Cobb, N Youngblood, C McLamb**
Staff: **A Mullins, A Phillips**

I. Call to Order –J Hoke, Chairperson
J. Hoke called the meeting to order at 12:12 p.m. and stated that a quorum was present. J. Hoke asked for any potential conflicts of interest concerning the agenda. None were heard.

J Hoke asked for a motion to accept the June minutes that were previously sent to the board.

K Pickett motioned to accept the June minutes as presented. J Lassiter seconded. The motion passed unanimously.

II. Finances – June/July Financial Reports – A Mullins
Month-to-date revenue for June was $187,840.91. Month-to-Date Operation Expenses were $140,174.51. The net variance for the month was $47,666.40. Year-to-date revenue was $2,124,136.54. Year-to-date Operation Expense was $2,060,468.54. The Year-to-Date net variance was $63,668.01. May Johnston County 3% revenue was $134,771.51, Smithfield's 2% revenue was $39,721.54, Selma's 2% revenue was $7,586.86, Kenly's 2% revenue was $3,759.78, Benson's 2% revenue was $9,837.94, and Clayton's revenue was $4,470.78.

Month-to-date revenue for July was $173,951.88. Month-to-Date Operation Expenses were $173,914.94. The net variance for the month was $36.94. Year-to-date revenue was $173.951.88. Year-to-date Operation Expense was $173914.94. The Year-to-Date net variance was $36.94. June Johnston County 3% revenue was $132,434.47, Smithfield's 2% revenue was not reported, Selma's 2% revenue was $7,684.45, Kenly's 2% revenue was $3,075.67, Benson's 2% revenue was $9,586.97, and Clayton's revenue was $4,754.50.

A. Mullins shared that the Board of Commissioners had approved new policies regarding Bereavement Leave and Floating Holiday Leave. After reviewing the policies, A. Mullins asked the board to approve adding them to the current Personnel Policy.

K. Pickett moved to approve the Bereavement Leave and Floating Holiday Leave policies as presented, effective July 1, 2026. M. Smith seconded the motion. The motion passed unanimously.

III. Executive Committee – J Lassiter, Vice-Chairperson
No meeting was held.

IV. Special Projects Committee - WE Andrews
The Special Projects Committee received four Matching Marketing Grant applications:

- International Food Festival – **$1,000**
- Benson Mule Days – **$3,000**
- Clayton Harvest Festival – **$3,000**
- Boys & Girls Club/Selma Railroad Days 5K – **$1,000**

WE Andrews motioned to approve all four matching grants as presented by the Special Projects Committee. J Pritchett seconded. The motion passed unanimously.

V. Marketing Committee
No meeting was held.

VI. Staff Report - A Mullins
A. Mullins reported that the renovation of the office space was complete and invited board members to view the space following the meeting.

The first episode of the *Driving JoCo* video series was completed and will be posted soon through PR marketing and social media. The series is storytelling-based and is intended to create an emotional connection to Johnston County and its people.

The Block Party was a major success and received positive feedback.

K. Radford, Sales Manager, has been working with Mint+, which has created an opportunity for 11 new sales leads. Radford also recently attended the NC Motorcoach Conference, where farm tours generated significant interest.

Lou Hammond continues to provide substantial media exposure for Johnston County.

VII. New Business
A. Mullins introduced the North Carolina C-PACE (Commercial Property Assessed Capital Expenditure) program to the board.

The C-PACE program allows commercial, industrial, agricultural, nonprofit, and multifamily properties with five or more units within participating local jurisdictions to access long-term, private financing for building improvements related to energy efficiency, water conservation, and resilience.

C-PACE provides a financing tool for property owners seeking to upgrade older buildings with energy-efficient, renewable-energy, water-conservation, or resilience features. These improvements may reduce operating costs, increase property value, and enhance the overall building stock.

A. Mullins asked the board to consider sending a letter of support for the program to the Johnston County Board of Commissioners. Chris Johnson, Economic Development Director for the Town of Clayton, and the I-95/I-40 Alliance have also submitted letters of support for adoption of the program.

A. Mullins explained that the program would not require funding or additional duties from the Johnston County Visitors Bureau (JCVB). It would provide an opportunity for development projects, including hotels, to utilize private-sector financing. C-PACE is not a free program but is a financing tool that may be useful to property owners who choose to seek financial assistance.

The board reviewed the proposed letter of support and additional documentation provided.

WE Andrews motioned to approve sending the Letter of Support to the Johnston County Board Commissioners. M Smith seconded. The motion passed unanimously.

VIII. Old Business
The board reviewed the proposed 2026–2030 Destination Strategic Plan.

Discussion included working with Young Strategies on the plan's easy-to-read format and layout. Board members also discussed adding the Eastfield shopping center to the opening page. There was additional discussion regarding the graphic on the front cover, which does not currently represent all 11 towns.

M Smith motioned to approve sending the proposed 2026–2030 Destination Strategic Plan with recommended additions to update graphics on the cover and adding Eastfield Shopping Center to the opening page . K Pickett seconded. The motion passed unanimously.

IX. Adjourn

The meeting adjourned at 1:21 pm.

Respectfully submitted,
Maria Smith, Secretary/Treasurer

Next Meeting
Johnston County Tourism Authority
Wednesday, September 9, 2026
Howell Woods Environmental Learning Center - 12 Noon
6601 Devils Racetrack Rd., Four Oaks