

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, August 14, 2019
Visitors Bureau Administrative Offices**

Present: E Brame, P Boucher, S Henley, R Childrey, C McLamb, M Mancuso, L Daniels, B Cook, R Heilmann, R Capps

Absent: C Lane

Staff: D Bailey-Taylor, K Radford

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:16 pm and stated that a quorum was present. With no corrections the agenda was adopted. S Henley also asked for any possible Conflict of Interest concerning the agenda. Any individual conflicts of interest will be handled during voting on grants.

S Henley asked for a motion to accept the June minutes that were previously sent to the board.

M Mancuso motioned to accept the June minutes as presented. R Capps seconded. Motion passed unanimously.

II. Finances – D Bailey-Taylor

Month-to-Date Revenue for June was \$134,544.93. Month-to-Date Operations were \$107,992.24. Net gain for the month was \$26,552.69. Year-to-Date Revenues were \$1,553,551.99. Year-to-Date Operations were \$1,425,709.99. Year-to-Date net gain was \$127,842.00. The May county revenues were \$97,165.22. Smithfield's May Revenues were \$26,731.65. Selma's May Revenues were \$11,103.96. Kenly's May Revenues were \$2,964.80. Benson's May Revenues were \$5,432.31.

Month-to-Date Revenue for July was \$172,426.29. Month-to-Date Operations were \$91,181.79. Net gain for the month was \$81,244.50. Year-to-Date Revenues were \$172,426.29. Year-to-Date Operations were \$91,181.79. Year-to-Date net gain was \$81,244.50. The June County 3% revenues were \$88,703.01. Smithfield's June Revenues were \$23,673.93. Selma's June Revenues were \$9,996.95. Kenly's June Revenues were \$3,100.05, Benson's June Revenues were \$5,746.52.

D Bailey-Taylor stated that the final financial statements for FY 2019 are not complete yet, which will be part of the Annual Report.

III. Executive Committee – S Henley

S Henley stated that Executive Committee had not met.

IV. Special Projects – E Brame

E Brame state that the committee met and was recommending ten Matching Marketing Grants for the board's approval. All requests met the approved guidelines.

L Daniels motioned to accept the grant request for the "Selma Railroad Days" event in the amount of \$1,500 as presented. R Childrey seconded. Motion passed unanimously. R Capps & R Heilmann abstained.

M Mancuso motioned to accept the grant request for the "Benson Mule Days" event in the amount of \$1,500 as presented. S Henley seconded. Motion passed unanimously. R Capps & R Heilmann abstained.

R Childrey motioned to accept the grant request for the "St. Ann Catholic Church – International Food Festival" event in the amount of \$750 as presented. L Daniels seconded. Motion passed unanimously. R Capps abstained.

B Cook motioned to accept the grant request for the "Junior Women's League – Touch a Truck" event in the amount of \$750 as presented. S Henley seconded. Motion passed unanimously R Capps & R Heilmann abstained.

R Childrey motioned to accept the grant request for the “Portofino Derby Classic” event in the amount of \$750 as presented. M Mancuso seconded. Motion passed unanimously. R Capps, L Daniels & R Heilmann abstained.

L Daniels motioned to accept the grant request for the “Four Oaks Acorn Festival” event in the amount of \$750 as presented. B Cook seconded. Motion passed unanimously. R Heilmann & R Capps abstained.

R Heilmann motioned to accept the grant request for the “Johnston County Heritage Center Ghost Walk” event in the amount of \$750 as presented. R Capps seconded. Motion passed unanimously.

R Heilmann motioned to accept the grant request for the “Pumpkin Festival” event in the amount of \$750 as presented. B Cook seconded. Motion passed unanimously.

M Mancuso motioned to accept the grant request for the “Clayton Harvest Festival” event in the amount of \$1,500 as presented. R Childrey seconded. Motion passed unanimously. R Capps, S Henley & R Heilmann abstained.

R Heilmann motioned to accept the grant request for the “Cycle North Carolina” event in the amount of \$750 as presented. R Childrey seconded. Motion passed unanimously. S Henley abstained.

E Brame stated that the committee also was recommending nine Capital Grants for the board’s approval. Total eligible amount requested is \$209,000 with the 2019-20 Budget for Capital Grants being \$175,000. Following a brief discussion, the grants were presented for approval at 100 percent of the available eligible amount.

R Heilmann motioned to accept the grant request for the Historic Smithfield Foundation for assisting in the demo and architect plans of the only know Freedmen’s Schoolhouse in NC in the amount of \$25,000 as presented. R Capps seconded. Motion passed unanimously.

B Cook motioned to accept the grant request for the Johnston County Heritage Center for conservation in the amount of \$10,000 as presented. R Heilmann seconded. Motion passed unanimously.

M Mancuso motioned to accept the grant request for the Tobacco Farm Life Museum for conservation in the amount of \$10,000 as presented. L Daniels seconded. Motion passed unanimously. R Capps abstained.

R Childrey motioned to accept the grant request for the Johnston Community College for resubmission and additional funding in the amount of \$16,500 as presented. L Daniels seconded. Motion passed unanimously. R Heilmann & M Mancuso abstained.

R Capps motioned to accept the grant request for Town of Kenly for removal of old school in the amount of \$50,000 as presented. M Mancuso seconded. Motion passed unanimously.

R Heilmann motioned to accept the grant request for the Ava Gardner Museum for conservation in the amount of \$10,000 as presented. M Mancuso seconded. Motion passed unanimously.

B Cook motioned to accept the grant request for the Clayton Rugby Association for new fields in Wilson’s Mills in the amount of \$35,000 as presented. R Childrey seconded. Motion passed unanimously.

L Daniels motioned to accept the grant request for the Town of Princeton for assisting with the construction of the Princeton Community Center/Library in the amount of \$37,500 as presented. M Mancuso seconded. Motion passed unanimously. R Heilmann abstained.

R Capps motioned to accept the grant request for the Smithfield Parks & Recreation for shelter at boat ramp in the amount of \$15,000 as presented. L Daniels seconded. Motion passed unanimously. R Heilmann abstained.

V. Marketing Committee – R Heilmann

It was noted that the minutes for the June marketing meeting were given to the board for review. The committee did not meet in July.

VI. Sports Council Committee – Ben Cook

No meeting held in July.

VII. Staff Report – D Bailey-Taylor

D Bailey-Taylor attended all but one of the Johnston County Heritage Center Historical Marker Dedications – it was so interesting to attend and hear actors portraying Johnston County history, and staff will be creating a historical marker trail and map on the website.

Staff is undertaking a full-scale website audit to update content, photography, and add some other design widgets that Simpleview has available. The Hospitality Association Event held July 23rd with Scott Mason, Shamrock Buzzy Bee and Thompson Peaches was a great success.

Work continues with the NC Farms App with now 80 farms on the app and the JoCo Grows Agriculture logo trademark has been submitted, as JCVB holding the mark for marketing purposes.

The new BWST trail brochure is at the printers which has been updated once again with the addition of InStill Distillery and Fainting Goat Brewing Co., visitors along the trail will now get a gift from the bureau with 4 venue stamps, and a gift from the partners if they visit all seven stops.

D Bailey-Taylor noted that ADA accessibility website lawsuits are hitting small businesses, and that the staff is evaluating the cost of adding AudioEye to the website via Simpleview.

VIII. Old Business

D Bailey-Taylor mentioned that the board had been given the strategic plan in June. S Henley asked the board to thoroughly review this document as it will be voted on at next board meeting.

Donna also mentioned that the concrete footers were being installed for the new Smithfield wayfinding signs.

IX. New Business

E Brame thanked the members for showing up and supporting their open house at Kenly 95 Petro.

M Mancuso said there is a ground breaking/reveal for the new Hampton Inn on August 28th at 10:30 AM.

Meeting adjourned at 1:08 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
September 11, 2019
Johnston County Tourism Authority Boardroom - 12 Noon**