

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, August 3, 2016  
Visitors Bureau Administrative Offices**

**Present:** L Daniels, K Henthorn, M Zapp, S Henley, R Childrey, R Andrews, R Capps,  
**Absent:** E Brame, K Brinson, C McLamb  
**Staff:** D Bailey-Taylor, A Phillips, E Dean

**I. Call to Order – S Henley, Vice Chairperson**

S Henley called the meeting to order at 12:11 p.m. 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. With none being heard the meeting continued.

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

*M Zapp motioned to accept the June minutes as presented. R Childrey seconded. Motion passed unanimously.*

**II. Finances – June & July Financials - D Bailey-Taylor**

Month-to-Date Revenue for June was \$86,879.90. Month-to-Date Operations were \$149,143.54. Net Income for the month was -\$62,263.64. Year-to-Date Revenues were \$1,089,103.76. Year-to-Date Operations were \$937,307.46. Year-to-Date net income was \$151,796.30. The May county revenues were \$68,499.50. Smithfield's May Revenues were not reported. Selma's May Revenues were \$9,560.97. Kenly's May Revenues were \$1,710.50. Benson's May Revenues were \$828.60.

Month-to-Date Revenue for July was \$119,317.42. Month-to-Date Operations were \$66,326.96. Net Income for the month was \$52,990.46. Year-to-Date Revenues were \$119,317.42. Year-to-Date Operations were \$66,326.96. Year-to-Date net income was \$52,990.46. The June county revenues were \$68,447.32. Smithfield's June Revenues were not reported. Selma's June Revenues were \$9,341.67. Kenly's June Revenues were \$1,659.99. Benson's June Revenues were \$978.52.

D Bailey-Taylor explained that C McLamb is requesting the board accept the contract for the county audit of the Johnston County Tourism Authority for year 2015-16.

*R Andrews motioned to accept the county audit contract to conduct the 2015-16 audit. L Daniels seconded. Motion passed unanimously.*

**III. Executive Committee – S Henley**

S Henley stated that the Personnel Policy & Procedures Manual had been presented to the board for review and questions. Henley asked for a motion to accept the manual as no changes had been brought forward.

*M Zapp motioned to accept the Personnel Policy & Procedures as presented. R Childrey seconded. Motion passed unanimously.*

The Board was given a revised Johnston County Purchasing Policy for review and questions. The only change in the policy was to increase the purchase order requirement from \$500 to \$1,000 and over.

*K Henthorn motioned to accept the revised Johnston County Purchasing Policy as presented. M Zapp seconded. Motion passed unanimously.*

D Bailey-Taylor stated that the County Commissioners would run an ad in September to fill an opening on the board. The appointment should be made at the October County Commissioners meeting and the new appointee will join the board for the November meeting.

#### **IV. Special Projects – DB Taylor**

D Bailey-Taylor shared that the bureau had received several Special Events Grants requests and a Capital Grants request summary was shared with the board. The Special Projects Committee will meet in August to review the requests and make a recommendation to the full board at the September meeting.

#### **V. Marketing Committee - R Andrews**

R Andrews stated that the committee had met and was bringing forth a recommendation for the full board to accept the bid to utilize Simpleview to rebuild JCVB websites. The board discussed all the options that were available to the bureau. E Dean shared with the board how we currently maintain data on the websites and how it would change with Simpleview, and the option of hiring a company to write an API. The Simpleview option proved to be the most efficient for staff and industry partners.

*R Childrey motioned for the bureau to move forward with securing contracts with Simpleview to rebuild the JCVB websites as presented. K Henthorn seconded. Motion passed unanimously.*

D Bailey-Taylor gave a brief update from GALOT on an offer to place JCVB logo/message on the large wall behind the starting line. It was decided not to move forward with additional advertising with GALOT at this time. D Bailey-Taylor also reported that E Dean is working with Chip Henderson on the photo shoot around the county.

#### **VI. Sports Council Committee – DB Taylor**

D Bailey-Taylor shared a report on the bids for the county-wide Bike Route Wayfinding Project. D Bailey-Taylor stated that the cost was beyond the budget capability of the bureau and that grants may be pursued at the county level and state-wide grants for this project. This an example of what a county Recreation Director could manage for the county, as it would not be something the bureau staff could take on.

#### **VII. Staff Report - DB Taylor**

D Bailey-Taylor stated that packet included two months of staff reports. D Bailey-Taylor shared some of the highlights of the reports such as the success of the 301 Endless Yard Sale in June, which had perfect weather and more media coverage than in previous years. D Bailey-Taylor noted that the 301 website had 34,449 sessions and 82,018 page views in June. The bureau is placing more ads reaching out to group tours, family reunions and available meeting spaces in the county. D Bailey-Taylor handed out the *Business North Carolina* magazine with the “Meet Outside the City” ad placement. Other great publicity this month included Atkinson’s Mill on *My Carolina Talk* and *The Tarheel Traveler*, as well as, the Carolina Razorbacks Hunt Club was featured on the Bazaar Foods Show on *The Travel Channel*.

The town of Smithfield approved the design of their new wayfinding sign system. The town’s planning department will work with NCDOT to have the gateway signs installed. New visitor information displays are now at Howell Woods, Clemmons, Max G. Creech Museum and GALOT Motorsports Park. S Campbell is working with The Clayton Center who will be hosting the Society of Government Meeting Planners (SGMP) in October, and they recently toured the meeting space at Double Barley and the group will return for their Christmas social in December.

D Bailey-Taylor stated that the recent trip to Covington, GA was successful and the staff is currently building a unique landing page for Novo Nordisk to be the “one stop shop” for relocations, hotels, services and information for the influx of workers coming to the county in the next 3-5 years. The bureau hopes to be instrumental in keeping these workers in Johnston County to live, eat, and enjoy the entertainment and shopping that the county has to offer. D Bailey-Taylor has a meeting with the project manager with Novo Nordisk coming up next week.

D Bailey-Taylor mentioned the upcoming Chamber Economic Development Luncheon, August 31<sup>st</sup> at the Ag Center, with tickets available through the bureau's chamber sponsorship.

### **VIII. Old Business**

D Bailey-Taylor shared some updates on the 3<sup>rd</sup> Street property that is available for purchase. Real estate agent, Susan Lassiter has been working with owners to have cosmetic updates completed on floors, wall paper removal, painting, removal of kitchen cabinets, and other various items on the first floor. D Bailey-Taylor has spoken with Rick Hester and he has recommended that the bureau request a closed session meeting at the September County Commissioner's meeting to discuss property acquisition.

### **IX. New Business**

None.

Meeting adjourned at 1:33 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
Noon, September 7, 2016  
Visitors Bureau Administrative Offices**