

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, August 8, 2018
Visitors Bureau Administrative Offices**

Present: C Lane, E Brame, P Boucher, S Henley, R Childrey, C McLamb, K Brinson, L Daniels, M Zapp, R Heilmann
Absent: R Capps
Staff: D Bailey-Taylor, A Phillips
Guests: Matt Smith, Benson Parks & Rec; Tyler Douglas, Media Coordinator, Town of Benson

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:14 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.

E Brame motioned to accept the June minutes as presented. R Heilmann seconded. Motion passed unanimously.

II. Finances – April Financials - D Bailey-Taylor

Month-to-Date Revenue for June was \$81,611.16. Month-to-Date Operations were \$138,803. Net loss for the month was (\$57,191.84). Year-to-Date Revenues were \$1,232,349.26. Year-to-Date Operations were \$1,354,691.98. Year-to-Date net loss was (\$122,342.72). The May county revenues were \$77,732.20. Smithfield's May Revenues were \$22,951.88. Selma's May Revenues were \$9,961.31. Kenly's May Revenues were \$2,705.34. Benson's May Revenues were \$746.45.

Month-to-Date Revenue for July was \$142,936.58. Month-to-Date Operations were \$54,145.24. Net gain for the month was \$88,791.34. Year-to-Date Revenues were \$142,936.58. Year-to-Date Operations were \$54,145.24. Year-to-Date net gain was \$88,791.34. The June county revenues were \$82,874.26. Smithfield's June Revenues were \$24,375.32. Selma's June Revenues were \$11,678.09. Kenly's June Revenues were \$2,788.86, Benson's June Revenues were \$942.35.

D Bailey-Taylor reviewed the County Finance Purchasing Policy revisions and noted the staff will update our JCVB policies to follows all finance policies set by the county.

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 and have been funded in the past.

K Brinson motioned to accept the grant request for the "Clayton Harvest Festival" event in the amount of \$1,500 as presented. L Daniels seconded. Motion passed unanimously. R Heilmann and S Henley abstained.

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

L Daniels motioned to accept the grant request for the "Benson Mule Days" event in the amount of \$1,500 as presented. K Brinson seconded. Motion passed unanimously. M Zapp and 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 \$500 as presented. R Heilmann seconded. Motion passed unanimously.

K Brinson motioned to accept the grant request for the “Town of Kenly 4th of July” event in the amount of \$500 as presented. L Daniels seconded. Motion passed unanimously. E Brame abstained.

L Daniels motioned to accept the grant request for the “Junior Women’s League – Touch a Truck” event in the amount of \$500 as presented. K Brinson seconded. Motion passed unanimously. R Heilmann abstained.

C Lane motioned to accept the grant request for the “Neuse Little Theatre – The 25th Annual Putnam County Spelling Bee” event in the amount of \$500 as presented. R Childrey seconded. Motion passed unanimously. S Henley abstained.

P Boucher motioned to accept the grant request for the “Four Oaks Acorn Festival” event in the amount of \$500 as presented. R Childrey seconded. Motion passed unanimously. R Heilmann abstained.

R Childrey motioned to accept the grant request for the “Benson Parks & Recreation 4th of July” event in the amount of \$500 as presented. K Brinson seconded. Motion passed unanimously. M Zapp abstained.

R Heilmann motioned to accept the grant request for the “Johnston County Heritage Center Ghost Walk” event in the amount of \$500 as presented. L Daniels seconded. Motion passed unanimously.

E Brame stated that the committee also was recommending eight Capital Grants for the board’s approval. 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 Ava Gardner Museum for conservation in the amount of \$10,000 as presented. R Childrey seconded. Motion passed unanimously.

L Daniels motioned to accept the grant request for the Clayton Cultural Arts Foundation for converting the council chambers into a full digital audio and video format in the amount of \$20,000 as presented. P Boucher seconded. Motion passed unanimously, with S Henley abstaining.

K Brinson motioned to accept the grant request for the Town of Benson for wireless speakers throughout six blocks of downtown Benson in the amount of \$5,890 as presented. R Heilmann seconded. Motion passed unanimously, with M Zapp abstaining.

C Lane motioned to accept the grant request for the Johnston County Heritage Center for assisting in the relocation, restoration and preservation of the only know Freedmen’s Schoolhouse in NC in the amount of \$25,000 as presented. M Zapp seconded. Motion passed unanimously.

R Heilmann motioned to accept the grant request for the Town of Selma Civic Center for assisting in the restoration of a 1938 gym building to become the Selma Civic Center in the amount of \$15,000 as presented. L Daniels seconded. Motion passed unanimously.

M Zapp motioned to accept the grant request for Smithfield Parks & Recreation for resurfacing outdoor tennis courts at Smithfield Community Park in the amount of \$7,500 as presented. R Childrey seconded. Motion passed unanimously.

K Brinson 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.

L Daniels motioned to accept the grant request for the Town of Princeton for assisting with the renovation of the Princeton Community Building architectural plans in the amount of \$12,500 as presented. K Brinson seconded. Motion passed unanimously.

V. Marketing Committee – R Heilmann

It was noted that the minutes for the June meeting were given to the board for review.

VI. Sports Council Committee – M Zapp

No meeting.

VII. Staff Report – D Bailey-Taylor

D Bailey-Taylor presented a short summary of the June staff report and noted that the details were attached. It was reported that the bureau now has JoCo apparel for sale in the Visitors Center as well as mugs and postcards. The 301 Endless Yard Sale was again a successful event with more than 53,000-page views on the 301 website in June. New advertising campaign ads were sent out as staff is preparing all campaign materials for 2018-19.

July staff report: DBT shared that Taylor Lee will be taking over the brochure distribution across the county. She will also be creating a new contact database and visiting all the sites across the county. The JoCo Hospitality Association met in July with great attendance and Sisters 2 Ice-Cream as the featured industry partner. The next meeting will be in October and will be a half-day tour of the county allowing the members to experience various attractions and tourism partner businesses. The new Simpleview Map Publisher has been installed. Training and a variety of maps are being built now and placed on the website. This will be a great tool for the bureau for day trips, meetings, and special events. The Fly-Over event planning with Economic Development is in process. The event will be September 6th at the airport with tours at 4:30pm and community leaders invited to attend at 5:30pm. The Bureau mailed out approximately 300 mini-annual reports to the tourism partners in Benson, Selma, Smithfield, and Clayton. One was also emailed out to the Kenly contacts. It was noted that the bureau is working with JoCo Cooperative Extension on a new Farm App. The bureau will be assisting in the creating the logo for the campaign.

DBT shared a request from the SS Chamber for repairs for the Gazebo at the chamber location for rotted posts, painting, and installing LED lights.

L Daniels motioned to accept the request from the Gazebo repairs in the amount of \$1,540 as presented. K Brinson seconded. Motion passed unanimously.

VIII. Old Business

None.

IX. New Business

M. Zapp reviewed the new career opportunity to become a lineman in Public Power, and that there will be an event held at GALOT Motorsports Park on September 29 from 10am - 6pm. He asked for board members to share the information to help get the word out.

Meeting adjourned at 1:11 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
September 5, 2018
Johnston County Tourism Authority Boardroom - 12 Noon**