

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, December 9, 2020 – Via Zoom**

Present: M Mancuso, S Henley, B Cook, R Capps, M McDonnell, R Childrey, M Worthington,
P Boucher, WE Andrews, J Jennings

Absent: C McLamb

Staff: DB Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:04 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. None were heard.

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

R Capps motioned to accept the November minutes that were previously sent to the board. M McDowell seconded. Motion passed unanimously.

II. Executive Committee

S Henley stated that the board should have received a copy of the Fraud and Reporting Policy the county approved and completed with an email and phone number to the Internal Audit Department. D Bailey-Taylor stated that the bureau follows the financial guidelines as presented by the county.

WE Andrews motioned to accept the Fraud and Reporting Policy as presented. M McDowell seconded. Motion passed unanimously.

S Henley stated that the floor was open for nominations for Secretary/Treasurer. He said he had spoke with M Worthington prior to the meeting to see if she would be willing to accept the position if nominated.

R Childrey motioned to accept Melody Worthington as Secretary/Treasurer. WE Andrews seconded. Motion passed unanimously.

It was also brought to the board's attention the need to appoint a new Marketing Committee Chair. This position is appointed by the Board Chair and S Henley said that he had spoken with

P Boucher about serving as chairperson and he agreed to do so. S Henley thanked both M Worthington and P Boucher for their service to the board.

III. Finances – September Financials - D Bailey-Taylor

Month-to-Date Revenue for November was \$29,476.01. Month-to-Date Operation Expense was \$83,016.81. Net loss for the month was (\$53,540.80). Year-to-Date Revenue was \$388,688.60. Year-to-Date Operation Expense was \$388,458.07. Year-to-Date gain was \$230.53. The October County 3% revenue was \$60,262.55. Smithfield's October Revenue was \$18,200.11. Selma's October Revenue was \$3,701.50. Kenly's October Revenue was \$1,827.84. Benson's October Revenue was \$4,872.51.

D Bailey-Taylor informed the board that due to the tax office being closed, the checks were not deposited by November 30th. December funds will be in the financial report for January. The Bureau did receive the second grant funds check of \$10,750, and the staff continues to manage expenses and promote the county.

IV. Recreation and Sports Council Committee – Ben Cook

B Cook stated that he was unable to attend the meeting but he had reviewed the minutes and noted that it appeared status quo for 2020. It appears that all recreation departments were shifting gears on holiday events, with as many virtual events as possible. It was noted that A O'Neal, the Parks, Greenways and Open-Space Coordinator for Johnston County is working to update the current County-wide Master Plan. The new plan will hopefully be adopted by the county and used for grant writing and parks master planning. R Childrey asked about updates on the MTS trail. DBT shared that the MTS is still a priority and is covered in the Master Plan.

V. Staff Report

D Bailey-Taylor reported to the board that the Smithfield way finding committee is proceeding with Phase III, which will include signage on the greenway and kiosks in downtown. Also, the Town of Kenly has requested reimbursement for 1/2 of the digital sign project. Funds will need to be transferred from the town's reserves in the amount of \$16,000. D Bailey-Taylor let the board know that the Smithfield/Selma *You Are Here* map is at the printer and staff is moving on to the digital Meeting Facilities Guide and then the Sports Venue guide. Due to print costs, both of these guides will be available online for planners to use or download. J Jennings asked about inclusion of meeting facilities like the library, and D Bailey-Taylor assured him all county meeting facilities are included. All marketing credit programs and grant projects have been completed and will run until December 30th. The second C1 Report for November has been submitted by the staff. D Bailey-Taylor announced that the Angel Tree project has been very successful, even if smaller than last year. All children were selected or money was raised to purchase what was on their Christmas list. D Bailey-Taylor stated she participated in a Piedmont DMO meeting and informed the board that tourism recovery will be slow, it will be from 2021 to

2023 before revenues will reach 2019 levels.

VI. Old Business

None was heard.

VII. New Business

R Childrey asked about the closing of Preston Woodall House in Benson, and D Bailey-Taylor let the board know the venue is currently for sale. M Mancuso noted that Triangle East is helping to promote a GoFundMe fundraising campaign for the Rudy Theatre trying to raise \$147,000, and asked all board members to share the campaign if they could.

S Henley thanked everyone for what they do to serve Johnston County and wished the board and staff a safe and Merry Christmas.

Meeting adjourned at 12:36 pm.

*Respectfully submitted,
Melody Worthington, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
Wednesday, January 13, 2020
Zoom Meeting - 12 Noon**