

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, December 4, 2019
Visitors Bureau Administrative Offices**

Present: R Childrey, M Mancuso, R Heilmann, R Capps, C Lane, M Worthington, M McDonnell, S Henley, B Cook
Absent: P Boucher, C McLamb
Staff: D Bailey-Taylor, A Phillips
Guest: E Brame

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:15 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.

M Mancuso motioned to accept the November minutes as presented. C Lane seconded. Motion passed unanimously.

II. Board Recognitions

Ernie Brame was recognized for his past six years of service on the Tourism Authority Board. S Henley shared that it had been an honor to serve on the board with Ernie. D Bailey-Taylor also thanked him and shared that he had also served previous terms as well as chairperson during that time.

III. Finances – D Bailey-Taylor

Month-to-Date Revenue for November was \$102,626.13. Month-to-Date Operations were \$135,249.43. Net loss for the month was (\$32,623.30). Year-to-Date Revenues were \$672,404.55. Year-to-Date Operations were \$557,116.16. Year-to-Date net gain was \$115,288.39. The October County 3% revenues were \$85,663.26. Smithfield's October Revenues were \$22,766.25. Selma's October Revenues were \$9,284.48. Kenly's October Revenues were \$2,313.36, Benson's October Revenues were \$5,789.39.

IV. Executive Committee – S Henley, Chairperson

The Executive Committee did not meet in October. S. Henley announced R Capps will chair the Special Project Committee, M McDonnell will serve on that committee and M Worthington will serve on the Marketing Committee.

V. Special Projects – R Capps

R Capps state that the committee met and was recommending two Matching Marketing Grants for the board's approval. All requests met the approved guidelines.

R Heilmann motioned to accept the grant request for the Clayton Youth Theatre "Our Town" event in the amount of \$750 as presented. C Lane seconded. Motion passed unanimously. S Henley abstained.

B Cook motioned to accept the grant request for the Johnston County Arts Council "Art and Food Festival" event in the amount of \$750 as presented. R Childrey seconded. Motion passed unanimously.

VI. Marketing Committee – R Heilmann

R Heilmann stated that the Marketing Committee will meet December 18th at noon.

VII. Sports Council Committee – B Cook

B Cook shared that Adrian O'Neal is the new Parks, Greenway & Open Space Coordinator with the county. D Bailey-Taylor presented a Sports Council By-laws change to add One appointee, the Johnston County

Parks, Greenways, and Open-Space Coordinator. The Tourism Authority board will vote on this revision in January 2020. B Cook reported on the various events and updates provided by the members of the council.

VIII. Staff Report – D Bailey-Taylor

D Bailey-Taylor reported the dates are confirmed for the Cycle NC 2020 in Smithfield, they will be overnighing on October 8th, and meetings will be held with the hotel contract coordinator, Mike Anderson next week. The Angel Tree project is going well and thanks to everyone involved including the staff, board, and our tourism partners for making this a better Christmas for these children in need. Staff will be sending out invitations to our tourism partners for joining the Johnston County Hospitality Association in 2020. D Bailey-Taylor said the Eastfield Crossings BLOG has been shared over 100 times and is getting a lot of comments and excitement from the community.

D Bailey-Taylor shared an opportunity to purchase slightly used museum casework that became available from the Mt. Airy Historical Museum. D Bailey-Taylor wanted to get feedback from the board to consider purchasing some of these pieces to help some of the smaller museums around the county like the Selma Historic Museum, Kenly Area Historical Association, etc. Discussion was had about a proposed offer of \$12,000 for several pieces, which would have to be picked up and stored here locally for future use.

M Mancuso motioned to move forward with the purchase of the used museum casework for no more than \$10,000 contingent upon Melody Worthington of the TFLM inspecting said casework. M Worthington seconded. Motion passed unanimously.

IX. Old Business

D Bailey-Taylor presented to the board revisions to the county's Purchasing Policy and revised JCVB By-laws for approval by the board. The Purchasing Policy changes will line up with the county updates in regard to flowers for illness and death, unallowable purchases, and contract control for obtaining bids. The By-laws changes deal with updating the Mission Statement and the Vision statement as adopted from the spring retreat and 2020-23 Strategic Plan.

C Lane motioned to accept the Purchasing Policy as presented. M McDonnell seconded. Motion passed unanimously.

R Childrey motioned to accept the revised By-laws as presented. R Heilmann seconded. Motion passed unanimously.

X. New Business

M Mancuso let the board know the organizers of the Freedom Balloon Festival determined that the Johnston Regional Airport would accommodate the event for Memorial Day Weekend, 2021. They would be interested in landing at other major events around the county prior to May 2021 to promote the festival.

Meeting adjourned at 1:16 PM.

*Respectfully submitted,
Cheryl Lane, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
January 9, 2020
Johnston County Tourism Authority Boardroom - 12 Noon**