

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, December 5, 2018  
Visitors Bureau Administrative Offices**

**Present:** P Boucher, S Henley, R Childrey, M Zapp, R Capps, E Brame, M Mancuso, L Daniels, R Heilmann, C McLamb  
**Absent:** C Lane  
**Staff:** D Bailey-Taylor, A Phillips

**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. Several board members noted that they would abstain during votes for Matching Marketing Grants.

S Henley took the opportunity to welcome Mike Mancuso, Smithfield Selma Chamber President, to the Tourism Authority Board.

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

*E Brame motioned to accept the November minutes as presented. R Capps seconded. Motion passed unanimously.*

**II. Finances – D Bailey-Taylor**

Month-to-Date Revenues for October were \$121,174.82. Month-to-Date Operations were \$72,596.54. Net loss for the month was (\$72,596.54). Year-to-Date Revenues were \$680,986.06. Year-to-Date Operations were \$588,105.71. Year-to-Date net gain was \$92,880.35. The October county revenues were \$109,866.73. Smithfield's October Revenues were \$29,236.88. Selma's October Revenues were \$14,457.64. Kenly's October Revenues were \$4,340.32, Benson's October Revenues were \$7,092.79. It was noted that revenues are still up due to Hurricane Florence and operations expenses were up due to Capital Grant payments.

**III. Executive Committee – S Henley**

S Henley stated that Executive Committee had not met.

**IV. Special Projects – E Brame**

E. Brame shared that the committee did not meet but the bureau had received three Matching Marketing Grant that needed to be addressed. The requests all met the approved guidelines and have been funded in the past.

*R Heilmann motioned to accept the grant request for the “The Diviners” by the Clayton Youth Theater event in the amount of \$500 as presented. L Daniels seconded. Motion passed unanimously, with S Henley abstaining.*

*M Zapp motioned to accept the grant request for the “Johnston County Art and Food Festival” event in the amount of \$500 as presented. R Heilmann seconded. Motion passed unanimously.*

*R Childrey motioned to accept the grant request for the “Portofino Derby Classic” event in the amount of \$500 as presented. M Mancuso seconded. Motion passed unanimously, with R Heilmann, L Daniels and R Capps abstaining.*

## **V. Marketing Committee – R Heilmann**

The Marketing Committee did not meet in the month of November.

## **VI. Sports Council Committee – M Zapp**

M Zapp stated that the committee had met and the following items were discussed. Jen Beedle shared that Parks and Recreation Trust Fund grant application was due by April 30<sup>th</sup>. There have been several meetings about completing the section on the MTS trail between Clayton and Smithfield. The county is working on a memorandum of understanding (MOU) with Smith Raynor to help with attaining necessary easements. The MTS trail has added a new coastal section that will intersect in Smithfield with MTS and East Coast Greenway. There will be an East Coast Greenway meeting December 10<sup>th</sup> in Fayetteville. Scott Barnard from Goldsboro has replaced Larry Bailey, who recently retired from Clayton Parks and Recreation.

## **VII. Staff Report – D Bailey-Taylor**

D Bailey-Taylor shared with the board that the bureau has just received the first VisaVue Travel Report for the 3<sup>rd</sup> Quarter of 2018. This information is confidential and will be used internally for marketing purposes. The final video project with the VisitNC production company is complete and has been getting great response on Facebook. D Bailey-Taylor is now serving on the Civil War Trails Board. Johnston County will be hosting a regional meeting 2019 for this board. S Lagasse and D Bailey-Taylor gave a tour to Cycle NC at the Smithfield Community Park to host an overnight stop in October 2019. The staff will be making visits to the NC Welcome Centers for the holidays, and AAA mailings will be going next week. DBT attended the NCDOT meetings for the Benson I-95 widening and the Smithfield I-95, Exit 95 bridge replacement projects. The Kenly I-95, Exit 106 bridge replacement will be taking place during the same time period, as well as, similar projects along I-40 from Wake County. For the next five or so years, road construction in Johnston County will be an issue for visitors. The bureau will take the opportunity to put together some creative campaigns to mitigate the pain of construction. The Smithfield Wayfinding project will be awarded soon and should be completed by October 2019. The 2019 Visitors Guide cover will promote the 2020 Bentonville Reenactment. The guide will go to the printer next week. Johnston County Hams will be closing at the end of December.

## **VIII. Old Business**

### **IX. New Business**

Due to the January board meeting falling on the day following a holiday, discussion was had about moving the meeting date to the second Wednesday of each month.

*M Zapp motioned to consider the permanent placement of the board meeting to the second Wednesday of each month, with a corresponding update to the current bylaws with this change. R Capps seconded. Motion passed unanimously.*

D Bailey-Taylor stated that Don Anderson, who will be working with the bureau on the Destination Strategic Plan, will be in the county January 8-10. This will align with our new board meeting date on the 9th, and he will need about an hour of time to start the strategic plan project. That meeting will start at 11:30 am, allowing for the board to conduct an abbreviated meeting agenda before meeting with Don.

Meeting adjourned at 1:15 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
January 9, 2019  
Johnston County Tourism Authority Boardroom – 11:30 am**