

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 pm, December 7, 2022**

Present: R Childrey, R Capps, P Boucher, WE Andrews, C Roby, B Cook, M McDonnell, C McLamb
Absent: J Jennings, M Smith
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 12:29 pm and stated that a quorum was present. R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard. R Childrey asked for a motion to accept the November minutes that were previously sent to the board.

B Cook motioned to accept the November minutes as presented to the board. WE Andrews seconded. Motion passed unanimously.

II. Executive Committee

R Childrey announced the Executive Committee met shortly before the board meeting, and that R Capps has resigned his position on the board. Members of the board thanked Randy for his service and contributions to the tourism authority.

WE Andrews made a motion for the Visitors Bureau to join the Johnston County Arts Council at the \$1,000 level. B Cook seconded the motion. Motion passed unanimously.

III. Finances – October Financial – D Bailey-Taylor

Month-to-Date Revenue for November was \$177,665.13. Month-to-Date Operation Expense was \$137,525.46. Net gain for the month was \$40,139.67. Year-to-Date Revenue was \$806,098.70. Year-to-Date Operation Expense was \$538,771.23. Year-to-Date gain was \$267,327.47. The October County 3% revenue was \$104,807.30. Smithfield's 2% Revenue was \$25,482.20. Selma's 2% Revenue was \$7,762.53. Kenly's 2% Revenue was \$2,076.60. Benson's 2% Revenue was \$6,755.98.

IV. Marketing Committee - P Boucher

No meeting was held in November.

V. Sports Council - B Cook

B Cook reported that the fall sports season is finished with all communities. B Cook reviewed with the board updates from members of the council on facility improvement, and upcoming sporting events such as the Rugby Oyster Roast fundraiser at Deep River on Dec. 11th, Johnston County Schools swim meet on Dec. 9-10th at SRAC, and cheer companionship scheduled for Clayton High School for Dec. 12-14th. A gym dedication is planned for Dec. 9th at SS High School for a former coach.

VI. Special Projects Committee - R Capps

R Capps presented a matching marketing grant request for Johnston County FRC District Event (Robotics). Following a brief discussion, Capps asked for a motion.

M McDonnell motioned to fund the matching marketing grant for Johnston County FRC District Event (Robotics) for \$500 as presented. B Cook seconded. Motion passed unanimously.

VII. Staff Report - D Bailey-Taylor

D Bailey-Taylor shared that the Annual Report was mailed out to over 160 contacts in the county – hotels, elected officials, and hospitality association members. It is also posted as a digital copy on the about section of the website, and in this week’s blog post. The staff is still learning from our new email service, Act-on, and will go to the next step and set up drip campaigns based on visitor interests on the website: weddings, golf, things to do, etc., and custom campaigns will run based on these interests. Also, campaigns on social media will be used to build the calendar of events email list. The PBS show, NC Weekend, will be rerunning the segment for the Old North State Food Hall again this Thursday night. Also, Scott Mason, who receives bureau media pitches, has been in Johnston County a lot these past few weeks – DeWayne’s, Steven’s Sausage, and Ronnie’s Country Store. The bureau ran campaigns and designed social graphics for several towns to help with promoting Shop Small for the Holidays. K Radford has been busy sending brochures out to AAA offices following the “What’s Poppin’ in JoCo” mailing.

The new Visitors Guide for 2023 is in design and several sections that were cut down during COVID times are being added back to the guide. The cover will be related to the “Year of the Trail”, which is a statewide initiative. Recreation is still holding strong for visitors who discovered many new destinations for outdoor recreation during COVID.

The new Johnston County Heritage Museum will have a ribbon cutting on December 14th. JCVB received a Gold Award at the NCTIA Travel Conference for the JoCo Grows Strawberries campaign funded by the Tobacco Trust Fund Grant. The Near.com research data on visitors to the county was used to generate reports for the Clayton Harvest Festival and Selma Railroad Days. These reports were shared with the event organizers, in hopes that it will help with targeted messaging to in-state and out-of-state day trippers and overnight visitors to attend major festivals in the county.

VIII. New Business

None was heard.

IX. Old Business

D Bailey-Taylor shared that the Kenly Chamber will be appointing James Hoke to the Tourism Authority board in March 2023.

X. Adjourn

Meeting adjourned at 1:05 pm.

***Respectfully submitted,
Mark McDonnell, Secretary/Treasurer***

**Next Meeting
Johnston County Tourism Authority
Wednesday, January 11, 2023
Visitors Bureau Administrative Offices - 12 Noon**