

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, December 8, 2021**

**Present:** M McDonnell, R Childrey, WE Andrews, R Capps, J Jennings,  
P Boucher, C Roby, B Cook, M Worthington

**Absent:** C McLamb, M Smith

**Staff:** D Bailey-Taylor, A Phillips

**I. Call to Order – R Childrey, Chairperson**

R Childrey called the meeting to order at 12:16pm 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.

*M McDonnell motioned to accept the November minutes as presented to the board. R Capps seconded. Motion passed unanimously.*

**II. Finances – November Financial – D Bailey-Taylor**

Month-to-Date Revenue for November was \$135,776.84. Month-to-Date Operation Expense was \$89,680.18. Net gain for the month was \$46,096.66. Year-to-Date Revenue was \$706,163.79. Year-to-Date Operation Expense was \$214,545.31. Year-to-Date gain was \$277,797.38. The October County 3% revenue was \$95,970.98. Smithfield's 2% Revenue was \$29,727.69. Selma's 2% Revenue was \$7,363.93. Kenly's 2% Revenue was \$2,319.12. Benson's 2% Revenue was \$5,938.45.

**III. Marketing Committee - P Boucher**

The Marketing Committee did not meet in November.

**IV. Sports Council - B Cook**

B Cook shared a brief update from the November 17th meeting of the Recreation and Sports Council. Highlights included funding being approved for a feasibility study for the MST. A O'Neal mentioned that the municipalities are finishing up grant projects and will be preparing for the new cycle in 2022. It was also noted that the bureau is working with VisitNC on OutdoorNC and Leave No Trace initiatives.

**V. Special Projects Committee - R Capps**

No meeting in November.

**VI. Staff Report - D Bailey-Taylor**

D Bailey-Taylor is working on a six month review of actual revenues, projected revenues, and YTD expenses on projects. DBT plans to meet with the Executive Committee in January with recommendations about the budget, adding back some marketing projects, additional website services with Simpleview, adding in grant projects for the JoCo Grows Agriculture, and discussion about the bureau's grants programs. The Angel Tree project has been very successful again this year, due to industry partners and staff. A list of tourism-related projects was shared with the board that are in the Governor's budget, with several projects that the bureau has supported financially and with planning assistance. After reviewing print projects and the shortage of web press paper, the Beer, Wine and Shine Trail (BWST) brochure has been moved

up to be printed in February. The staff continues with the website audit of listings copy and photography. The staff is also engaging in group training and instructions about the abilities and assets of Simpleview to develop a training manual and style guide for the website.

The Bureau has received a \$3,000 grant from the AgCarolina to professionally produce JoCo Grows Agriculture Marketing Videos, which is part of the larger grant award from the Tobacco Trust Fund, the full grant of \$111,900 was awarded to the Visitors Bureau. The bureau will continue to raise funds for the match required on some projects and the staff of Cooperative Extension and the Visitors Bureau will be meeting to outline projects for this fiscal year.

Meetings coming up: D Bailey Taylor is meeting with the JLL's Hotels and Hospitality group concerning a major mixed-use development on NC42 at the Clayton Bypass on Hwy 70 interchange. Also, the JCVB staff will meet with Patrick Pearce and the Town of Clayton Downtown Association and Public Information Office staff in December about how the bureau is marketing the Town of Clayton and future public relations efforts.

**VII. New Business**

None.

**VIII. Old Business**

None.

**IX. Adjourn**

Meeting adjourned at 1:17 pm.

*Respectfully submitted,*

*Melody Worthington, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
Wednesday, January 12, 2021  
Visitors Bureau Administrative Offices - 12 Noon**