

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, February 11, 2026**

Present: J Hoke, WE Andrews, J Pritchett, J Lassiter, K Pickett, P Boucher, A Whitehurst, M Smith, J Cobb
Absent: C McLamb, J Jenkins
Staff: A Mullins, A Phillips

I. Call to Order – J Hoke, Chairperson

J Hoke called the meeting to order at 12:18 pm and stated that a quorum was present. J Hoke asked for any possible Conflict of Interest concerning the agenda. None were heard.

J Hoke introduced new board member, Jodi Cobb, who was appointed by the Triangle East Chamber of Commerce.

J Hoke asked for a motion to accept the January minutes that were previously sent to the board.

K Pickett motioned to accept the January minutes as presented. J Pritchett seconded. The motion passed unanimously.

II. Finances – December Financial Reports – A Mullins

Month-to-date revenue for January was \$137,852.48. Month-to-Date Operation Expenses were \$176,914.09. The net variance for the month was -\$39,061.61. Year-to-date revenue was \$1,246,322.91. Year-to-date Operation Expense was \$1,223,990.14. The Year-to-Date net variance was \$22,332.77. December Johnston County 3% revenue was \$101,285.37, Smithfield's 2% revenue was \$27,179.92, Selma's 2% revenue was \$5,022.40, Kenly's 2% revenue was \$2,783.90, Benson's 2% revenue was \$8,415.45, and Clayton's 2% revenue (did not report). It was noted that only the County and Town of Smithfield deposits were made before the end of the reporting period.

III. Executive Committee – J Hoke, Chairperson

J Hoke mentioned that there had been suggestions from the previous board meeting to hold some of the board meetings around the county. He suggested that the April board meeting will possibly be out. Details of where will be determined and shared ahead of time.

IV. Special Projects Committee - WE Andrews

WE Andrews noted that the bureau had received a matching marketing grant for the 3 Little Pigs Triathlon.

WE Andrews motioned to approve the 3 Little Pigs Matching Marketing Grant as presented by the Special Projects Committee. K Pickett seconded. The motion passed unanimously.

WE Andrews stated that the Special Projects Committee had met and reviewed the new Capital Grants Guidelines. After reviewing the guidelines, Andrews asked for any questions about the updates. None were heard.

WE Andrews motioned to approve the Capital Grant Guidelines as presented by the Special Projects Committee. K Pickett seconded. The motion passed unanimously.

V. Marketing Committee

P Boucher, Chair of the Marketing Committee, stated that the committee had met and reviewed the purposed

FY 26-27 Marketing Budget. Boucher stated that the marketing budget was part of the overall budget that would be presented to the board in the coming meetings.

VI. Staff Report - A Mullins

A Mullins is in the process of meeting with the local towns to review FY 26-27 budgets. He also spoke at the Rotary Club meeting. Our bureau is stirring up interest with other bureaus around the state. Mullins and K Radford will be traveling this week to meet with Asheboro's bureau.

K Radford shared that she attended the DC Travel & Adventure Show with over 16,000 attendees and handed out 480 JoCo Visitor Guides. She shared how she was able to incorporate the Visitor Guide with a swag item and a 4x9 rack card about planning group or meeting visits to Johnston County.

A Brame recently traveled to NY for IMM conference. Brame was able to meet face to face with creative, freelance and journalist writers. Lou Hammond Group handled setting meetings.

A Davis shared social posts about our Clayton Station Blog Tik Tok was doing well even without boosting. She also mentioned that we would be trying new ventures with video.

A Mullins also stated that we are excited about filling our new position for Videographer/producer.

VII. New Business

WE Andrews shared that A Mullins was well received at the Rotary Club meeting. He also noted that the bureau might need to do an assessment of our swag inventory. He specifically suggested adding pictures of our attractions/places on interest to our deck of playing cards. A Mullins said we were already talking about looking for new ideas. P Boucher suggested that we may be able to set up mini visitor centers in hotels and chambers with branded products. A Whitehurst agreed.

VIII. Old Business

A. Mullins reminder board members about the **Destination Next** survey.

A. Mullins also asked the board to sign up for the February 25th Vision Cast meeting with our team, Placier AI and Expedia.

IX. Adjourn

The meeting adjourned at 1:10 pm.

Respectfully submitted,

Maria Smith, Secretary/Treasurer

**Next Meeting
Johnston County Tourism Authority
Wednesday, March 11, 2026
Visitors Bureau Administrative Offices - 12 Noon**