

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, February 12, 2020
Visitors Bureau Administrative Offices**

Present: R Childrey, P Boucher, R Heilmann, R Capps, M Worthington, M McDonnell, S Henley, B Cook, M Mancuso, 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 12:10 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 January minutes that were previously sent to the board.

R Capps motioned to accept the January minutes as presented. R Heilmann seconded. Motion passed unanimously.

II. Finances – D Bailey-Taylor

Month-to-Date Revenue for January was \$109,132.83. Month-to-Date Operations were \$197,138.69. Net loss for the month was (\$88,005.86). Year-to-Date Revenues were \$864,143.71. Year-to-Date Operations were \$881,373.75. Year-to-Date net loss was (\$17,230.04). The December County 3% revenues were \$70,584.71. Smithfield's December Revenues were \$20,000.82. Selma's December Revenues were \$7,562.97. Kenly's December Revenues were \$2,553.78, Benson's December Revenues were \$4,571.90.

DB Taylor shared that she was in the process of review for the 2020-21 budget. The process will include meeting with S Henley, Chairperson; meeting with Special Projects Committee and Marketing Committee; bringing proposed budget to the full board for review and adjustments; the board will vote on the budget in May and then the budget will go to the County Commissioners for final approval.

III. Special Projects – R Capps

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

R Childrey motioned to accept the grant request for the "155th Anniversary Commemoration of the Battle of Bentonville" event in the amount of \$1,500 as presented. B. Cook seconded. Motion passed unanimously. R Heilmann abstained.

P Boucher motioned to accept the grant request for the "Classic Antique Power Farm Heritage Days event in the amount of \$750 as presented. M Worthington seconded. Motion passed unanimously. R Heilmann and B Cook abstained.

IV. Marketing Committee – R Heilmann

No report, the committee did not meet in January. The next committee meeting will be February 26th.

V. Sports Council Committee – B Cook

B Cook presented a summary from the Sports Council meeting that was held on January 15th. Chris Lentz with Corinth-Holders Community Recreation was appointed to fill an open seat on the Sports Council. The Sports Council recommended that the Board rename the Johnston County Sports Council to the Johnston County Recreation & Sports Council.

M Mancuso motioned to accept the recommendation to rename the Johnston County Sports Council to the Johnston County Recreation & Sports Council as presented. R Heilmann seconded. Motion passed unanimously.

Cook noted that the county has agreed to create a webpage for parks & recreation for a one-stop-shop with links to athletic associations and Parks & Recreation departments. Cook also reviewed updates from around the community which included Clayton reporting that Cycle Cross is interested in coming to Johnston County with summer and winter events. Selma will be hosting Adult and Senior pickleball league. CycleNC ride is overnighing in Smithfield in October. JoCo rugby Park will be hosting the National Small College Rugby 7s Men's National Championship Tournament Memorial Day weekend 2020, using fields in Clayton, Wilson Mills and overnighing in Smithfield.

VI. Staff Report – D Bailey-Taylor

DB Taylor met with David McGowan, Councilman from Wilson's Mills about his idea that the Visitors Bureau run a Johnston County "do not litter" campaign to encourage residents not to litter. This included providing trash bags for the family cars for all K-3 students, encouraging families not to throw out trash from cars. The estimated cost of the project would be \$20,000 and would require county-wide partners, not just the bureau's resources. DB Taylor will make some calls based on the Board input to find community partners that could run this program. In the past the bureau has printed "Do Not be a Litter Bug" banners at the collection stations around the county, and some car window clings/stickers. DB Taylor met with Adrian O'Neal who has asked about updating the County-wide Parks & Recreation Plan, which is now 5-years old. The cost would be between \$12,000 and \$16,000. O'Neal will be discussing this with Rick Hester, and/or may ask the Sports Council for funding the update. DB Taylor shared that the bureau may need to update the Conference Center Feasibility Study – or possibly look into investing in a county-wide Tourism Development Plan. Sports, Recreation, Conference Centers, etc., could all fall under a comprehensive plan for tourism development. Budget planning meetings will start with each committee in March as the bureau works on the budget plan for 2020-21. The Shiners Convention will be back in Smithfield/Selma at the Farm, May 15-16.

VII. Old Business

M Mancuso shared information about the possible Balloon Fest that Triangle East Chamber is working to host in Johnston County.

VIII. New Business

R Heilmann stated that the Hospitality meeting about Public Art was very informative. M Mancuso shared information about touring the convention center in Hickory.

Meeting adjourned at 12:51 PM.

*Respectfully submitted,
Scotty Henley, Chairperson*

**Next Meeting
Johnston County Tourism Authority
March 11, 2020
Johnston County Tourism Authority Boardroom - 12 Noon**