

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, February 13, 2019
Visitors Bureau Administrative Offices**

Present: P Boucher, S Henley, R Childrey, M Zapp, R Capps, C McLamb, C Lane, L Daniels, R Heilmann
Absent: M Mancuso, E Brame
Staff: D Bailey-Taylor, A Phillips
Guest: Christian Ortiz, Media Intern Town of Benson

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:21 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 being heard the meeting continued.

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

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

II. Finances – D Bailey-Taylor

Month-to-Date Revenues for January were \$134,422.34. Month-to-Date Operations were \$118,974.26. Net gain for the month was \$15,448.08. Year-to-Date Revenues were \$967,427.64. Year-to-Date Operations were \$802,830.92. Year-to-Date net gain was \$164,596.72. The December county revenues were \$73,053.80. Smithfield's December Revenues were \$20,926.34. Selma's December Revenues were \$9,940.94. Kenly's December Revenues were \$2,509.97, Benson's December Revenues were \$4,303.57.

C McLamb noted that the finance department proposes to move \$500,000 to short-term CD that would earn 2% interest. The move would transfer funds to BB&T. He noted that the funds would be available without penalty if needed.

M Zapp motioned to accept the recommendation from the county to transfer \$500,000 to a short-term CD with BB&T with an interest rate of 2%. R Capps seconded. Motion passed unanimously.

III. Executive Committee – S Henley

S Henley stated that the executive committee met just prior to today's board meeting. Discussion was had about a change of job titles for some of the JCVB staff. DBT stated that the last full-time staff increase was in 2012. It was also discussed adding two additional positions with the bureau, being a full time Visitor Information Assistant and Content Manager.

P Boucher motioned to add two full time employees as proposed by D Bailey-Taylor as early as April 1st with funds within the current budget. C Lane seconded. Motion passed unanimously.

IV. Special Projects – E Brame

In the absence of E Brame, R Capps shared that the committee had met on February 5th to discuss matching marketing grants and the 2020 budget. The committee recommends two grants to the full board for approval.

R Childrey motioned to accept the grant request for the "Classic Antique Power & Tractor Show" event in the amount of \$500 as presented. L Daniels seconded. Motion passed unanimously, with R Heilmann abstaining.

R Heilmann motioned to accept the grant request for the “A Fighting Chance for Life” Bentonville event in the amount of \$500 as presented. R Capps seconded. Motion passed unanimously.

Two applications were not recommended for grants as they did not meet the guidelines.

V. Marketing Committee – R Heilmann

The next Marketing Committee will be on Tuesday, February 26th at noon.

VI. Sports Council Committee – M Zapp

M Zapp shared that the committee had met and had good attendance. He noted that the committee had open seats and hoped to fill them soon. The board discussed the need for a county Parks & Recreation Director and more facilities. The towns of Clayton and Selma have new Parks & Recreation directors. Discussion was had on the issues facing the Cleveland community and others on the use of school facilities and how the Sports Council could offer some solutions for consistent policies to help accommodate the rising need for recreation facilities.

VII. Staff Report – D Bailey-Taylor

D Bailey-Taylor shared that she had accompanied Don Anderson to meet elected officials and town managers in connection to the Destination Strategic Plan project. A recurring comment is having something for families and children to do in the destination. Staff is working with the Cycle NC event as the Town of Clayton was selected as one of the five overnight stops on October 2nd. S Campbell has worked with the hotels to secure all room contracts and she attended the press event in Raleigh with A Brame. The event planning committee will begin meeting soon to work on the details of hosting the group. D Bailey-Taylor encouraged the board to pick up the February issue of *Our State Magazine* which featured a story about Atkinson Mill and the Cornbread Man. It is a wonderful article on the Wheeler Family which the staff has been pitching for some time; the staff plans on framing it and other articles for the office. D Bailey-Taylor met with M Mancuso about the possibility of the bureau participating in the JoCo Works event being held November 14-15 at Johnston Community College. Over 3,000 eighth graders from Johnston County Schools will meet industry leaders from ten disciplines as they think of possible career paths as they enter high school. The board discussed the bureau hosting the Hospitality World for \$2,500 and the hiring shortage struggle for area hospitality businesses when the unemployment rate is below 4% in Johnston County.

VIII. Old Business

Retreat date has been set for Wednesday, May 8th pending confirmation with Don Anderson.

IX. New Business

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
March 13, 2019
Johnston County Tourism Authority Boardroom – 11:30 am to 1:30 pm**