

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, February 1, 2017
Visitors Bureau Administrative Offices**

Present: L Daniels, R Childrey, S Henley, R Andrews, E Brame, M Zapp, K Henthorn, C McLamb, R Heilmann
Absent: K Brinson, R Capps
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:17 p.m. 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. No conflicts of interest were heard.

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

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

II. Finances – January Financials - D Bailey-Taylor

Month-to-Date Revenue for January was \$116,835.77. Month-to-Date Operations were \$67,682.43. Net Income for the month was \$49,153.34. Year-to-Date Revenues were \$746,744.58. Year-to-Date Operations were \$551,049.81. Year-to-Date net income was \$195,694.77. The December county revenues were \$66,655.84. Smithfield's December Revenues were \$20,087.33. Selma's December Revenues were \$10,291.19. Kenly's December Revenues were 2,761.75. Benson's December Revenues were \$1,261.81.

III. Executive Committee – Scotty Henley

DB Taylor stated that she had a letter of intent with the owner of the Venture Drive office site. The office is 4,000 square foot, will allow for a Visitor Center, conference room, and office space for staff. Discussion was had on the terms and DB Taylor presented interior design layouts for the space, including samples from local company Studio TK.

E Brame made a motion to have DB Taylor negotiate the lease terms with Venture Place, LLC to include options for a seven-year lease with a 3-year option to renew. M Zapp seconded. Motion passed unanimously.

IV. Special Projects – E Brame

The Special Projects committee did not meet in January. As chairman of the Special Projects committee, Brame asked the board if they would accept the following grants that had been received: Classic Antique Power & Tractor Show - \$500 and Selma 150th Anniversary Celebration - \$500.

L Daniels motioned to accept the grant request for the Classic Antique Power & Tractor Show as presented. R Andrews seconded. Motion passed unanimously.

R Childrey motioned to accept the grant request for the Selma 150th Anniversary Celebration as presented. L Daniels seconded. Motion passed unanimously.

V. Marketing Committee – R Andrews

R Andrews stated that the committee had not met. The board was presented with a copy of the new 2017 Visitors Guide and the Wedding Planner rack card. The new Visitors Guide includes quite a lot of the new photography from the Chip Henderson project. The new wedding planner rack card is a project that was

brought back due to the continued development of wedding venues and shows in the county. Cards will be distributed throughout the county for venues to include in their packets to brides showcasing how the Visitors Bureau can help in planning, getting guest room quotes and welcome bags. DB Taylor gave an update on the Simpleview new website project and noted that the project is moving along to the prototype design stage.

VI. Sports Council Committee – DB Taylor

The Sports Council met on January 18th. The minutes were included in the boards pack for today. DB Taylor noted that Ted Hardy with the Clayton Rugby Football Club has joined the Sports Council.

VII. Staff Report - DB Taylor

D Bailey-Taylor stated that the staff was busy as usual and much work has been done to get 2017 festival and events in the calendar. Direct mailing of the Annual Report to 125 elected officials and DB Taylor will present the Annual Report to County Commissioners on February 6th. DB Taylor is beginning the process of the 2017-18 budget and committee will review in February and March. S Campbell attended a Travel Expo Show in Washington, DC, with great success giving out more than 600 visitors guides and promoting weekend visits from the northern Virginia area. In addition to the Annual Report mailing, E Dean is currently designing a new Bureau Newsletter that will go out monthly to industry partners and chamber members about activities of the bureau. A Brame will begin writing a local column in the Kenly newspaper and it will be published in other local papers. The intent is to reach out to locals and let them know what the bureau is doing and how tourism affects the county. Racing for Recruitment at GALOT is scheduled for May 10th and the bureau will again work with Chris Johnson and Economic Development.

VIII. Old Business

E Brame reminded the board that the March board meeting would be at Kenly 95 Petro. This would allow the board to explore the updated facility.

IX. New Business

None.

Meeting adjourned at 1:13 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
March 1, 2017
Kenly 95 Petro
12 Noon**