

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 pm, February 8, 2023**

Present: R Childrey, WE Andrews, C Roby, M Smith, J Hoke
Absent: J Jennings, C McLamb, P Boucher, B Cook, M McDonnell
Guest: Alyssa Fox, Selma Parks & Recreation
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 12:22 pm and stated that a quorum was present. R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard.

R Childrey welcomed Alyssa Fox, Selma Parks & Rec Director.

R Childrey asked for a motion to accept the January minutes that were previously sent to the board.

M Smith motioned to accept the January minutes as presented to the board. WE Andrews seconded. The motion passed unanimously.

II. Executive Committee

A discussion was had about appointing a Chairperson for the Special Projects Committee and adding new board member J Hoke to the Special Projects Committee. It was agreed that WE Andrews would become Chairperson and J Hoke would be added to the committee.

III. Finances – January Financial – D Bailey-Taylor

Month-to-Date Revenue for December was \$158,097.78. Month-to-Date Operation Expense was \$85,037.71. Net gain for the month was \$73,060.07. Year-to-Date Revenue was \$1,133,453.05. Year-to-Date Operation Expense was \$755,075.36. Year-to-Date gain was \$378,377.69. The December County 3% revenue was \$92,862.83. Smithfield's 2% Revenue was \$34,701.49. Selma's 2% Revenue was \$6,224.05. Kenly's 2% Revenue was \$2,350.84. Benson's 2% Revenue was \$6,557.68.

IV. Marketing Committee - P Boucher

No meeting was held in January.

V. Sports Council - D Bailey-Taylor

In absence of B Cook, D Bailey-Taylor gave a brief recap of the January 18th meeting. A O'Neal continues to work on the MTS trail with routes throughout the county. It was also noted that the Open Space Fund grant is open. The Cleveland Park plan is available on the web for review and comment. A Cross shared that the art project through the Johnston County Arts Council is underway and will be completed by April. It was noted that rec basketball is in full swing and spring registration is open. S Barnard shared that Clayton is revising their Master Plan and continuing to improve parks. M Johnson with Selma Parks & Rec shared updates on various lighting projects. He also stated that land had been acquired to create trails and disc golf course. J Barley with the Rugby Association shared about upcoming tournaments in July. J Plisko asked that parks and rec programs communicate with the schools about updated plans and facilities. C Allen is the new Parks & Rec director for Archer Lodge. Updates to the Archer Lodge Park baseball fields are being completed. D Bailey-Taylor shared that the NC Legislature has declared 2023 as the Year of the Trail in NC. The new JCVB visitors guide has arrived and the cover

features the Year of the Trail using photos from Howell Woods and the state's marketing logo. Everyone was reminded to submit all 2023 tournaments and events to the JCVB so the events could be added to the website. It was also noted that the bureau would print a new JoCo Run Rack card if there were enough 5K run events.

VI. Special Projects Committee

R Childrey presented a matching marketing grant request for Classic Antique Power Farm Heritage event. Following a brief discussion, Childrey asked for a motion.

WE Andrews motioned to fund the matching marketing grant for Classic Antique Power Farm Heritage event for \$500 as presented. M Smith seconded. Motion passed unanimously.

It was noted that the G-Force Robotics event was approved for a matching marketing grant but it has been moved to Wake County due to space constraints at Clayton High School.

D Bailey-Taylor reminded the board that the Capital Grants for 2023-24 will open up in July. The applications will go out in February and be due back by April 3rd. Applicants will be notified in June when the FY 23-24 Budget is approved.

VII. Staff Report - D Bailey-Taylor

D Bailey-Taylor noted that January 2023 has started off with lots of meetings and projects in the community keeping the staff very busy. D Bailey-Taylor, R Childrey and WE Andrews attended the Opening night at the Paul A. Johnston Auditorium and noted that the building is open for business and bookings.

The new JCVB Visitors Guide is here and the bureau is getting positive feedback from the VisitNC team for embracing the state initiative by featuring the Year of the Trail on the cover.

The bureau is making some improvements to the Visitor Center to feature JCVB swag items and some local products for sale. The plan is to add a new large county map on one wall.

E Dean is working on the new Selma Civic Center brochure, draft copies have been sent to the Town of Selma, and the Selma Tourism Marketing Committee. An Annual Events Rack card is also being designed by E Dean with both print pieces to be translated into Spanish.

Projects are moving forward with the Tobacco Trust Fund Commission grant, with the next big promotional campaign being Strawberry Harvest season starting in April. Nicole Youngblood is working with E Dean on new marketing materials, tents, tables and flags all branded with the JoCo Grows logo. Also Nicole is out meeting with farmers, working on the Cost Share grant program, and seeking permissions with local farms for the Barn Mural project.

A Brame has attended two trade shows in the last two weeks – NY Travel Show and Washington DC shows with the VisitNC marketing team. Both shows were very well attended as leisure travel continues to thrive. Marketing for the 301 Endless Yard Sale will start soon. This year's dates are June 16-17.

VIII. New Business

D Bailey-Taylor asked if due to conflicting dates with the upcoming VisitNC 365 Conference if the March board meeting could be moved. The Board agreed to move the March board meeting to March 15th.

D Bailey-Taylor presented to the Authority the Clayton Chamber of Commerce's resolution for the Proposed Immediate Project Acceleration of the Widening of the NC 42 Hwy W to Hwy 70. After discussion on the need for the project, the following motion was offered.

C Roby motioned to support the project through a letter or a resolution as presented. WE Andrews seconded. Motion passed unanimously.

IX. Old Business

D Bailey-Taylor noted she is currently working on the 2023-24 budget and that she planned to meet with the Executive Committee, Special Projects Committee, and Marketing Committees soon for input.

X. Adjourn

Meeting adjourned at 1:09 pm.

*Respectfully submitted,
Rick Childrey, Chairperson*

**Next Meeting
Johnston County Tourism Authority
Wednesday, March 15, 2023
Visitors Bureau Administrative Offices - 12 Noon**