

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, February 9, 2022**

**Present:** M McDonnell, R Childrey, WE Andrews, R Capps, J Jennings,  
P Boucher, C Roby, M Smith, C McLamb

**Absent:** B Cook, M Worthington

**Staff:** D Bailey-Taylor, A Phillips

**I. Call to Order – R Childrey, Chairperson**

R Childrey called the meeting to order at 12:19pm and stated that a quorum was present. R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard. R Childrey 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 to the board. J Jennings seconded. Motion passed unanimously.*

**II. Executive Committee - R Childrey**

D Bailey-Taylor shared with the board that it has been three years since the board had a retreat. DBT recommended that the board plan to set March 9 from 8:30am to 1pm as the date and time for the retreat.

**III. Finances – January Financial – D Bailey-Taylor**

Month-to-Date Revenue for January was \$149,348.16. Month-to-Date Operation Expense was \$89,766.29. Net gain for the month was \$59,581.87. Year-to-Date Revenue was \$987,490.12. Year-to-Date Operation Expense was \$622,247.36. Year-to-Date gain was \$365,242.76. The December County 3% revenue was \$77,551.73. Smithfield's 2% Revenue was \$22,712.69. Selma's 2% Revenue was \$6,548.74. Kenly's 2% Revenue was \$2,294.12. Benson's 2% Revenue was \$5,855.64.

**IV. Marketing Committee - P Boucher**

The Marketing Committee did not meet in January but they are scheduled to meet on February 23rd.

**V. Sports Council - B Cook**

The Sports Council met on January 19th at SRAC. Adrian O'Neal shared updates that the feasibility study for the MST is moving forward. Each community that was present shared updates. The next council meeting will be March 16, 2022.

**VI. Special Projects Committee - R Capps**

R Capps shared that the Special Projects Committee met just prior to the board meeting to review grant updates. The committee recommended to the full board to proceed with reopening the Capital Grants.

*C Roby motioned to accept the recommendation to open up the Capital Grant application process as presented by the Special Projects Committee. M Smith seconded. Motion passed unanimously.*

The committee discussed supporting the tourism development projects at Bentonville Battlefield

for a new Visitors Center, and providing a letter of support for GALOT Motorsports. It was also noted that the bureau will be sending the five major festivals in the county Matching Marketing funds in FY 21-22.

#### **VII. Staff Report - D Bailey-Taylor**

D Bailey-Taylor stated that A Brame attended the IMM Media Trade Show in January and had 20 appointments with media and influencers and is currently working on the follow up with interested contacts. Upcoming in February is a Retire NC show in Washington DC, and A Brame is adding in sales calls in Richmond to motor coach and media contacts as she drives to DC. The *Walk and Talk about Trails in JoCo* Event is scheduled for February 17th in Clayton, which is being planned with the Friends of Johnston County Parks, Deep River Brewing, Town of Clayton, and Friends of the Mountains to the Sea Trail. D Bailey-Taylor invited the board to attend, and it starts at 4:30pm. The JoCo Hospitality Association met for the first time in two years, with many updates from partners concerning new and exciting things happening with their businesses. There are currently 31 members.

D Bailey-Taylor noted that several tourism partners were in the news and received recognition, such as an article on the popular Bright Red Hot Dogs, The Redneck BBQ Lab won Best BBQ on WRAL Choice Awards, White Swan BBQ was named one the Best Places for Fried Chicken, and Voyage Raleigh highlighted both Salvaged Heirlooms and Wildflower Artistry in Rising Stars articles.

D Bailey-Taylor informed the board she is working on the 2022/23 budget items and that the Simpleview contracts are signed for the website projects and the upgrades will start soon.

#### **VIII. New Business**

P Boucher asked if the bureau had considered experimenting with Tiktok as a way to reach visitors. DBT stated that the bureau is using Instagram Reels and tagging Tiktok videos for cross marketing.

#### **IX. Old Business**

None.

#### **X. Adjourn**

Meeting adjourned at 12:56 pm.

*Respectfully submitted,*

*Rick Childrey, Chairperson*

**Next Meeting**  
**Johnston County Tourism Authority**  
**Wednesday, March 9, 2022**  
**Visitors Bureau Administrative Offices - Retreat**  
**8:30am-1:00pm**