

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, January 13, 2021 – Via Zoom**

**Present:** M Mancuso, S Henley, B Cook, R Capps, M McDonnell, R Childrey, M Worthington, P Boucher, WE Andrews, J Jennings, C McLamb

**Staff:** DB Taylor, A Phillips

**I. Call to Order – S Henley, Chairperson**

S Henley called the meeting to order at 12:05 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 December minutes that were previously sent to the board.

***WE Andrews motioned to accept the December minutes that were previously sent to the board. M McDonnell seconded. Motion passed unanimously.***

**II. Executive Committee**

S Henley stated that the board should have received budget documents for discussion of COLA and merit raises for JCVB employees. The suggested increases are in line with increases for county employees. Discussion was had about funds being able to cover the changes. It was noted that with reduction in staff, reserves, and the possibility of a PPP loan they would be covered. DBT stated that the bureau would continue to reduce expenditures where possible.

***B Cook motioned to accept the salary increases as presented by the Executive Committee. M McDonnell seconded. Motion passed unanimously.***

DBT stated that with approval from the board, the bureau would proceed with applying for a PPP loan which just became available to DMOs. DBT has contacted Steven Parker of First Citizens who noted they are not currently accepting applications but expect to next week. It was noted that this is a loan forgiveness grant.

***WE Andrews motioned for the bureau to move forward with applying for the PPP loan. M Mancuso seconded. Motion passed unanimously.***

Discussion was also had about recommendations for chamber sponsorship. Due to scaling down the budget due to Covid-19, the sponsorship for chambers was not in the 2020-21

budget. The need to support our local chambers was discussed and it was recommended to move \$8,500 to membership to cover the expenses.

*WE Andrews motioned the chamber sponsorships be paid at a reduced sponsorship level for Triangle East Chamber and Clayton Chamber with Four Oaks, Benson, and Kenly being funded at the previous level. It was also recommended that if revenues become available, to reinstate the Triangle East and Clayton Chambers at full membership. R Capps seconded. Motion passed unanimously with M Mancuso abstaining.*

### **III. Finances – December Financial – D Bailey-Taylor**

Month-to-Date Revenue for December was \$148,344.32. Month-to-Date Operation Expense was \$79,343.65. Net gain for the month was \$69,000.67. Year-to-Date Revenue was \$537,032.92. Year-to-Date Operation Expense was \$467,801.72. Year-to-Date gain was \$69,231.20. The November County 3% revenue was \$59,937.52. Smithfield's November Revenue was \$17,621.64. Selma's November Revenue was \$5,186.29. Kenly's November Revenue was \$1,811.13. Benson's November Revenue was \$3,946.92.

D Bailey-Taylor reminded the board that revenues for the county are for two months as the tax office was closed and the checks were not deposited by November 30th. DBT also noted that some towns remain a month behind in deposits. A Phillips is working on a mid-year review of deposits and reports to ensure we are current on revenues.

### **IV. Staff Report**

D Bailey-Taylor reported to the board that the bureau continues to participate in virtual tradeshows through VisitNC opportunities, and K Radford will use these opportunities to engage in some sales activities. Even though reduced in scope the bureau sent out holiday mailings to AAA Offices and thank you boxes to our media contacts for their continued coverage of our destinations: VisitNC, Our State Magazine, Garden & Gun to name a few. Work continues with the Smithfield wayfinding project with Phase III to begin soon and it will include Kiosks in Downtown, as well as, possibly some other projects in downtown. The staff continues to rotate into the office one person at a time, and staff works after hours to meet any deadlines. All grant programs have been completed, and based on a recent VisitNC webinar there are no additional funds to use for marketing. The JoCo PPE masks are here and will be distributed to Count on Me NC partners in the county to continue to showcase front line staff are providing safe spaces for visitors. Staff is recommending suspending the fees for the Hospitality Association members in 2021, and featuring all Count on Me NC partners, as well as, if any partners would like to purchase web based banners and ads, that will be offered. The thought was that our partners are still struggling and even though it's only \$50, those funds should stay with the business.

*J Jennings motioned to suspend membership fees for Hospitality Association members in 2021. M McDonnell seconded. Motion passed unanimously.*

D Bailey-Taylor stated that planning next year's budget will start in February and requests that the Executive Committee meet next month to agree on revenues and budgets for bureau committees.

**V. Old Business**

None was heard.

**VI. New Business**

WE Andrews asked about the admin fees that the bureau pays the county, and DBT stated that they were waived for 2020 and the bureau was very thankful for that. C McLamb stated that the county would take the admin fees for 2021 under advisement.

Meeting adjourned at 12:47 pm.

*Respectfully submitted,*

*Melody Worthington, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
Wednesday, February 10, 2021  
Zoom Meeting – 12 Noon**