

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
Noon, January 10, 2023**

**Present:** J Hoke, B Cook, J Pritchett, M Smith, WE “Bud” Andrews,  
J Lassiter, K Pickett  
**Absent:** M McDonnell, J Jenkins, C McLamb  
**Guest:** Scott Barnard, Clayton Parks & Rec Director  
**Staff:** D Bailey-Taylor, A Phillips

**I. Call to Order – B Cook, Chairperson**

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

B Cook asked for a motion to adopt the agenda.

*WE Andrews made a motion to adopt the agenda. M Smith seconded. Motion passed unanimously.*

B Cook asked for a motion to accept the December minutes that were previously sent to the board.  
*J Pritchett motioned to accept the December minutes that were previously sent to the board. K Pickett seconded. Motion passed unanimously.*

**II. Executive Committee**

B Cook noted that C Roby had resigned from the board and that Triangle East Chamber would be assigning a new representative.

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

Month-to-date revenue for December was \$140,985.07. Month-to-Date Operation Expenses was \$112,188.12. The net positive variance for the month was \$28,796.95. Year-to-date revenue was \$1,002,066.55. Year-to-date operation Expense was \$765,923.57. The Year-to-Date net positive variance was \$236,142.98. The November County 3% revenue was \$95,644.65 Smithfield’s 2% Revenue was \$31,414.06. Selma’s 2% Revenue was not reported, Kenly’s 2% Revenue was \$2,306.00, Benson’s 2% Revenue was \$6,328.73.

**IV. Staff Report - D Bailey-Taylor**

D Bailey-Taylor reported that December was all about promoting the holidays and visits to welcome centers, mailings to AAA offices, and thank yous to our PR partners around the state for promoting Johnston County. The bureau had several photo shoots in December including Downtown Selma, Benson Christmas at night, and Lights on the Neuse. These will be used for next year’s promotions.

The Selma 2024 Calendar of Events was completed and should be delivered this week. E Dean is working on the 2024 Visitors Guide. The bureau will send out tear sheets of listings for everyone in the guide to help catch any last-minute openings/closings.

D Bailey-Taylor asked if the newly formed committees could both meeting in January or early February prior to the next board meeting to discuss new budget items and the start-up of the FY 2024-25 budget.

**V. New Business**

WE Andrews questioned if the bureau would be updating the strategic plan. D Bailey-Taylor stated

that due to COVID the completion date shifted to 2025 and that a retreat for the full board would be a great time to update the strategic plan.

**VI. Old Business**

J Lassiter referred back to a conversation at the last board meeting to be out in the community supporting the JCVB and how tourism is important to the county. D Bailey-Taylor mentioned having Board Member business cards with some key facts centered around tourism in the county.

WE Andrews brought back the idea of making check presentations to organizations receiving grants, so more of the community sees the work on the bureau either on social media or LinkedIn.

Also discussed by WE Andrews was holding Tourism Authority board meetings around the county in communities and attractions' meeting rooms.

**VII. Adjourn**

Meeting adjourned at 12:56 pm.

*Respectfully submitted,  
James Hoke, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
Wednesday, February 14, 2024  
Visitors Bureau Administrative Offices - 12 Noon**