

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 pm, January 11, 2023**

**Present:** P Boucher, WE Andrews, C Roby, B Cook, M McDonnell, M Smith  
**Absent:** R Childrey, J Jennings, C McLamb  
**Guest:** James Hoke  
**Staff:** D Bailey-Taylor, A Phillips

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

B Cook called the meeting to order at 12:15 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 welcomed James Hoke, Kenly Chamber of Commerce Chairman. Hoke will be joining the Tourism Authority as a Kenly Chamber representative.

B Cook asked for a motion to accept the December minutes that were previously sent to the board.

*M McDonnell motioned to accept the December minutes as presented to the board. WE Andrew seconded. The motion passed unanimously.*

**II. Executive Committee**

It was noted that a Chairperson would need to be appointed for the Special Projects Committee.

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

Month-to-Date Revenue for December was \$169,256.57. Month-to-Date Operation Expense was \$131,266.42. Net gain for the month was \$37,990.15. Year-to-Date Revenue was \$975,355.27. Year-to-Date Operation Expense was \$670,037.65. Year-to-Date gain was \$305,317.62. The October County 3% revenue was \$119,981.42. Smithfield's 2% Revenue was \$38,536.83. Selma's 2% Revenue was \$7,303.74. Kenly's 2% Revenue was \$1,812.14. Benson's 2% Revenue was \$6,412.65.

**IV. Marketing Committee - P Boucher**

No meeting was held in December.

**V. Sports Council - B Cook**

No meeting was held in December. The next meeting will be held on January 18<sup>th</sup>.

**VI. Special Projects Committee**

Special Projects did not meet. D Bailey-Taylor shared that Capital Grants for 2023-24 would open up in July. The applications will go out in February and be due back by April 3<sup>rd</sup>. Applicants will be notified in June when the FY 23-24 Budget is approved.

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

The 2023 Visitors Guide is at the printers with a two-week delivery date once it goes on the press. This year's cover featured the "Year of the Trail", which is a statewide marketing initiative.

J Andreason, the Bureau's Content Manager has resigned due to her family moving to Wake Forest. The bureau is working with Johnston County Human Resources to post up the position for the next two weeks.

The bureau is working closely with Johnston County Cooperative Extension's new staff person Nicole Youngblood to execute the JoCo Grows Agriculture grants. The first committee meeting will be on January 23 to begin work on the Specialty Crop Block grant and start the process of updating the Marketing Plan and Work Plan for the committee.

The JCC GALA will be on January 28th and is open for two board members to attend with D Bailey-Taylor who let the board know that the bureau will be recognized for the Paul A. Johnston Auditorium grant of \$50,000. WE Andrews indicated he is interested in attending.

The County's IT Department has offered the Visitors Bureau the new T-Mobile phone service which would save the bureau around \$6,000/annually. A Phillips and D Bailey-Taylor are reviewing what that would mean for the bureau and checking with others in the county that have the service.

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

D Bailey-Taylor asked if due to the upcoming VisitNC 365 Conference and the Civil War Trail meeting (she serves on this board) if the March and April board meetings could be moved to March 9<sup>th</sup> and April 14<sup>th</sup>, that would be helpful.

D Bailey-Taylor reviewed with the board a request from the Town of Selma for several projects and she has asked for additional information on the scope and costs of several projects.

*M McDonnell motioned to approve payment for My Carolina Marketing Campaign (\$4,000), and Civic Center Brochures (\$2,000) and will consider others with more information. WE Andrews seconded. The motion passed unanimously.*

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

D Bailey-Taylor noted that the bureau had a quote for a new copier to replace the current copier which is 15-plus years old. The cost of the new copier will be \$2,900 plus tax and delivery.

*WE Andrews motioned to move forward with the purchase of the new copier. M Smith seconded. The motion passed unanimously.*

#### **X. Adjourn**

Meeting adjourned at 1:06 pm.

*Respectfully submitted,  
Mark McDonnell, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
Wednesday, February 8, 2023  
Visitors Bureau Administrative Offices - 12 Noon**