

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

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

**Absent:** C Roby, M Smith

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

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

R Childrey called the meeting to order at 12:16pm 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 December minutes that were previously sent to the board.

*R Capps motioned to accept the December minutes as presented to the board. WE Andrews seconded. Motion passed unanimously.*

**II. Executive Committee - R Childrey**

The Executive Committee recommended to the board to accept the proposed revised budget for 2021-22. Revenues are up from the original budget projection due to increased travel and revenue being received from Expedia, Hotel.com and AirBnB. The budget revision included updates for Simpleview Database, JoCo Grows Agriculture grant revenues and expenses, and HR adjustments with Kristin Radford taking on additional leisure sales duties assigned from Sarah's job. The Executive Committee has recommended that the Special Projects committee meet and restart the bureau's grant programs, and send out information to past grant recipients this spring.

*WE Andrews motioned to accept the budget revision as presented to the board by the Executive Committee. J Jennings seconded. Motion passed unanimously.*

A copy of the revised County COVID Leave Policy was presented to the board for review and adoption.

*J Jennings motioned to accept the policy as presented to the board. B Cook seconded. Motion passed unanimously.*

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

Month-to-Date Revenue for December was \$131,978.17. Month-to-Date Operation Expense was \$104,114.66. Net gain for the month was \$27,863.516. Year-to-Date Revenue was \$838,141.96. Year-to-Date Operation Expense was \$532,481.07. Year-to-Date gain was \$305,660.89. The November County 3% revenue was \$97,816.54. Smithfield's 2% Revenue was \$30,798.48. Selma's 2% Revenue was \$7,861.39. Kenly's 2% Revenue was \$2,624.41. Benson's 2% Revenue was \$6,041.41.

C McLamb calculated the year-to-date fund balance for the board of directors, which exceeds the bureau's policy of 15%.

**IV. Marketing Committee - P Boucher**

The Marketing Committee did not meet in December. D Bailey-Taylor reviewed for the board the proposed upgrades to the Simpleview CMS and CRM for listings on the website, a more modern BLOG design and how using Act-on Email service will be more efficient for all bureau communications.

**V. Sports Council - B Cook**

The Sports Council did not meet in December. They will meet on January 19th at SRAC where there is more space for the committee.

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

No meeting in December, but the committee will schedule a meeting to review grant guidelines.

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

D Bailey-Taylor attended the AgCarolina Grant lunch in Nashville, where the Bureau was awarded a \$3,000 grant to professionally produce Joco Grows Agriculture Marketing Videos. The Bureau has signed the contract from the Tobacco Trust Fund Commission for the JoCo Grows Agriculture grant and the bureau staff will be meeting with the Johnston County Cooperative Extension staff on February 27th to develop the work plan for the remainder of this fiscal year. The Beer, Wine, and Shine Trail (BWST) brochure will go to the printer this week, adding in the new brewery opening on January 15th. D Bailey Taylor informed the board that the JoCo Brewing Company will be located in the Cleveland Community located near the Lowe's Home Improvement store.

A Brame has joined the board of the Friends of Johnston County Parks, which will now hold their meetings at the bureau offices. The staff continues with the website audit of listings copy content and the needs photography list.

**VIII. New Business**

None.

**IX. Old Business**

None.

**X. Adjourn**

Meeting adjourned at 12:45 pm.

*Respectfully submitted,*

*Melody Worthington, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
Wednesday, February 8, 2022  
Visitors Bureau Administrative Offices - 12 Noon**