

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, January 14, 2026**

Present: J Hoke, WE Andrews, J Pritchett, J Lassiter, K Pickett, P Boucher, A Whitehurst
Zoom: M Smith
Absent: C McLamb, J Jenkins
Staff: A Mullins, A Phillips

I. Call to Order – J Hoke, Chairperson

J Hoke called the meeting to order at 12:19 pm and stated that a quorum was present. J Hoke asked for any possible Conflict of Interest concerning the agenda. None were heard.

J Hoke asked for a motion to accept the December minutes that were previously sent to the board.

WE Andrews motioned to accept the November minutes as presented. J Lassiter seconded. The motion passed unanimously.

II. Finances – November Financial Reports – A Mullins

Month-to-date revenue for December was \$187,339.60. Month-to-Date Operation Expenses were \$127,073.04. The net variance for the month was \$60,266.56. Year-to-date revenue was \$1,108,470.43. Year-to-date Operation Expense was \$1,047,076.05. The Year-to-Date net variance was \$61,394.38. November Johnston County 3% revenue was \$109,989.56, Smithfield's 2% revenue was \$31,168.87, Selma's 2% revenue was \$6,671.41, Kenly's 2% revenue was \$2,816.68, Benson's 2% revenue was \$10,201.72, and Clayton's 2% revenue was \$4,713.77.

III. Executive Committee – J Hoke, Chairperson

There were no updates from the Executive Committee.

IV. Special Projects Committee - WE Andrews

No updates were heard.

V. Marketing Committee

The next Marketing Committee meeting is scheduled for **January 28 at 9:00 a.m.**

VI. Staff Report - A Mullins

A. Davis presented "**Building a Winning Social Media Strategy for JCVB.**" Topics included **Why Social Media Matters in 2026** and **Our 5-Phase Social Media Plan**, with **Phase 4: Develop Social Media Strategy** identified as a top priority for the upcoming months.

Davis also shared social media analytics since joining the organization in October and encouraged board members to follow **VisitJoCo** on Facebook, Instagram, LinkedIn, TikTok, Pinterest, and YouTube.

VII. New Business

J. Hoke noted that the regularly scheduled **November board meeting** falls on a federal holiday and asked the board to consider moving the meeting date.

K Pickett motioned to move the November 11th board meeting to November 4th. J Pritchett seconded. The motion passed unanimously.

J. Hoke also suggested holding board meetings at different venues. After brief discussion, board members were asked to submit venue suggestions to A. Phillips prior to the next meeting.

VIII. Old Business

A. Mullins informed the board that members would receive a request to complete an **anonymous Destination Next survey**. He asked that responses be based on what the county currently offers rather than future aspirations.

A. Mullins also provided an update on **committee assignments**.

IX. Adjourn

The meeting adjourned at 1:02 pm.

Respectfully submitted,

Maria Smith, Secretary/Treasurer

**Next Meeting
Johnston County Tourism Authority
Wednesday, February 11, 2026
Visitors Bureau Administrative Offices - 12 Noon**