

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, January 3, 2018
Visitors Bureau Administrative Offices**

Present: L Daniels, R Capps, R Heilmann, E Brame, K Brinson, R Childrey, C McLamb, C Lane, P Boucher
Absent: M Zapp, S Henley
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – K Brinson, Chairperson

K Brinson called the meeting to order at 12:13 pm and stated that a quorum was present. With no corrections the agenda was adopted. K Brinson also asked for any possible Conflict of Interest concerning the agenda. None were heard.

K Brinson welcomed new board members: Cheryl Lane and Paul Boucher.

K Brinson asked for a motion to accept the December minutes that were previously sent to the board.

E Brame motioned to accept the December minutes as presented. R Capps seconded. Motion passed unanimously.

II. Finances – December Financials - D Bailey-Taylor

Month-to-Date Revenue for December was \$87,738.13. Month-to-Date Operations were \$144,578.32. Net Loss for the month was (\$56,840.19). Year-to-Date Revenues were \$621,402.35. Year-to-Date Operations were \$664,360.01. Year-to-Date net loss was (\$42,957.66). The November county revenues were \$65,330.08. Smithfield's November Revenues were \$19,915.97. Selma's November Revenues were \$8,718.85. Kenly's November Revenues were \$1,811.95. Benson's November Revenues were \$645.38.

D Bailey-Taylor presented a mid-year financial overview to the board and reviewed the Capital Grant projects and noted which grant funds are encumbered.

III. Executive Committee – K Brinson

The Executive Committee did not meet during the month of December. K Brinson stated that the board needed to elect new officers and opened the floor for nominations.

K Brinson motioned to elect Scotty Henley as chairperson. R Childrey motioned that nominations be closed. E Brame motioned to accept by acclamation.

K Brinson motioned to elect Rick Childrey as vice-chairperson. R Capps motioned that nominations be closed. E Brame motioned to accept by acclamation.

E Brame motioned to keep Lynn Daniels as secretary. R Heilmann motioned that nominations be closed. R Capps motioned to accept by acclamation.

IV. Special Projects – E Brame

E Brame stated that the Special Projects Committee had not met, but the bureau had received one Matching Marketing Grant that needed to be addressed.

R Heilmann motioned to accept the grant request for the 2018 NC Taekwondo event in the amount of \$500 as presented. R Childrey seconded. Motion passed unanimously.

V. Marketing Committee – DB Taylor

Marketing Committee did not meet in December.

VI. Sports Council Committee – M Zapp

Sports Council did not meet in December.

VII. Staff Report - DB Taylor

D Bailey-Taylor thanked the board and praised the community for the successful Angel Tree Project. The staff collected 173 gifts and \$390 in donations for 32+ children. D Bailey-Taylor noted that USA Today had chosen Johnston County's Ham, Lady Edison as a flavorful gift from NC. That makes two years in a row that a Johnston County Ham product was recognized as the gift to give from NC – last year Parade Magazine chose JoCo Ham. D Bailey-Taylor informed the board that the website traffic is now being tracked with Facebook Pixel, which is similar to Google Analytics, so new reports will be shared in the next few months. D Bailey-Taylor stated that the bureau had tickets for upcoming Chamber Banquets and stated she would make reservations for those that wished to attend. D Bailey-Taylor noted that the 2016-17 Annual Report is online, and asked about presenting it to the County Commissioners. D Bailey-Taylor stated that a new board member orientation will be scheduled with Paul and Cheryl in January to review board books and committee appointments.

VIII. Old Business

E Brame took the opportunity to thank K Brinson for his service as chairperson.

IX. New Business

R Capps asked about Capital Grants for Chambers, as the Four Oaks Chamber is considering purchasing portable stage for events. K Brinson noted this would be a topic for the Special Projects Committee for the 2018-19 budget preparations.

Meeting adjourned at 1:15 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
February 7, 2018
Visitors Bureau Administrative Offices
12 Noon**