

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, January 8, 2020
Visitors Bureau Administrative Offices**

Present: R Childrey, P Boucher, R Heilmann, R Capps, C Lane, M Worthington, M McDonnell, S Henley, B Cook

Absent: M Mancuso, C McLamb, B Cook

Staff: D Bailey-Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

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

S Henley asked for a motion to accept the December minutes that were previously sent to the board.

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

II. Finances – D Bailey-Taylor

Month-to-Date Revenue for December was \$82,606.33. Month-to-Date Operations were \$127,118.90. Net loss for the month was (\$44,512.57). Year-to-Date Revenues were \$755,010.88. Year-to-Date Operations were \$684,235.06. Year-to-Date net gain was \$70,775.82. The November County 3% revenues were \$79,913.11. Smithfield's November Revenues were \$22,259.50. Selma's November Revenues were \$8,516.42. Kenly's November Revenues were \$2,375.13, Benson's November Revenues were \$4,767.59.

IV. Executive Committee – S Henley, Chairperson

No report, the committee did not meet in December.

V. Special Projects – R Capps

No report, the committee did not meet in December.

VI. Marketing Committee – R Heilmann

R Heilmann stated that the Marketing Committee met on December 18th. The committee discussed Brasco Agency which has been selected to run email campaigns in our Top Feeder Markets: Philadelphia, New York, Washington DC, Baltimore, Richmond and Jacksonville Florida. There was also discussion about the Coastal Outdoor billboard in Benson. The bureau has used the board since 1993 with one side being donated to the county free of charge, but due to a change of hands in ownership and that side no longer offered free. The committee decided that having to pay for the southbound side does not have value since it is leaving the county. The bureau will be using ReachLocal for the new geofencing campaigns. This will target travelers that are within our campaign areas that have notifications turned on their phones. They will receive ads which invite them to attend local events, shop, eat, and stay locally. There will be four campaigns: Bentonville 155th Reenactment, In-Market Campaign, Regional Campaign and Welcome Center Campaign. The *You Are Here* map is going to print as soon as some edits are complete with local business opening/closings in Smithfield and Selma. The Visitors Guide has been delivered and a news release has gone out about our new board members.

VII. Sports Council Committee – B Cook

No report, the committee did not meet in December.

VIII. Staff Report – D Bailey-Taylor

D Bailey-Taylor shared the in-depth Google Analytics Report for December with the board, and noted that the top pages for the month are Holiday event related and the Bentonville microsite. Visitors to the reenactment site are clicking through six layers down, so they are spending a lot of time on the site.

It was noted that even with the holidays the staff was busy with the Angel Tree project, trips to welcome centers, AAA mailings, AENC meeting planners show, media visits and mailings, and more. The staff is also getting ready for winter media and leisure shows this January-March, promoting the county prior to the spring travel season. D Bailey-Taylor shared there has been discussion on renaming of the Sports Council to be more inclusive of recreation and not just tournaments. This will be on the agenda for the Sports Council meeting next week. D Bailey-Taylor gave an update on the possible purchase of the casework from the Mt. Airy museum. The logistics of what can be used and how to remove these items from the building, transport and store them locally are still under discussion. The Brasco agency will launch the email campaigns in February, one month before Bentonville in all our major feeder markets. The (4) unique geofencing campaigns with ReachLocal will launch in January, as creative has been completed and geofences are being setup.

IX. Old Business

During the December 4th board meeting D Bailey-Taylor presented a Sports Council By-laws change to add one new appointee, the Johnston County Parks, Greenways, and Open-Space Coordinator. The floor was opened for a vote on this change.

R Heilmann motioned to accept the Sports Council By-laws change as presented. R Childrey seconded. Motion passed unanimously.

X. New Business

D Bailey-Taylor shared the dates for the various Chamber dinners coming up in January and February, and asked board members to contact her if they would like to attend as part of our sponsorship.

D Bailey-Taylor presented to the board the county's financial audit report for the Tourism Development Authority which had a clean report.

The Hospitality Association meeting is scheduled for January 28th featuring Frank Grubbs Pottery, and Stacy Beard with the Town of Clayton will speak during the meeting on the subject of public art.

Meeting adjourned at 12:48 PM.

*Respectfully submitted,
Cheryl Lane, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
February 12, 2020
Johnston County Tourism Authority Boardroom - 12 Noon**