

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12:15 Noon, June 10, 2020  
Visitors Bureau Administrative Offices via Zoom**

**Present:** R Capps, P Boucher, S Henley, R Childrey, C McLamb, R Heilmann, M Mancuso, M Worthington, C Lane, B Cook, M McDonnell  
**Staff:** D Bailey-Taylor, A Phillips

**I. Call to Order – S Henley, Chairperson**

S Henley called the meeting to order at 12 pm and stated that a quorum was present.

S Henley stated that that meeting was being held by remote participation with all board members 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 May minutes that were previously sent to the board. R Heilmann noted that the wording needed to be corrected for the two resolutions of support.

***R Heilmann motioned to accept the May minutes with corrections noted. R Childrey seconded. Motion passed unanimously.***

**II. Finances – May Financials - D Bailey-Taylor**

Month-to-Date Revenue for May was \$58,993.35. Month-to-Date Operation Expense was \$80,043.90. Net loss for the month was (\$21,050.55). Year-to-Date Revenue was \$1,233,037.07. Year-to-Date Operation Expense was \$1,244,282.14. Year-to-Date loss was (\$11,245.07). The April County 3% revenue was \$31,615.63. Smithfield's April Revenue was \$7,806.88. Selma's April Revenue was \$2,969.24. Kenly's April Revenue was \$1,328.19. Benson's April Revenue was \$1,870.74.

D Bailey-Taylor informed the board that occupancy for hotels in the county in April was 25.5% based on the Smith Travel Report, which is on trend with the national occupancy averages, and revenues were down in the county 68%.

D Bailey-Taylor noted the best we could hope for May occupancy for hotels would be around 40-50% as hotels are seeing some traffic back on the interstates. Recovery and "what to expect" webinars continue to predict slow travel trends, seeing some bookings in the fall for leisure travel. But even longer for corporate travel in 2021/22 as the work-from-home trend is here to stay for a while, then group/meetings to maybe return to pre-COVID numbers in 2023.

**III. Staff Update during Covid-19**

D Bailey-Taylor reported the JoCo "We are Re-open for Business" Video has been well received via social media posting, with 3,600 views and reach of 10,000+ on FB as of June 5th. Google Analytics shows that website sessions are down 26% from last May, and pageviews down 52%. Based on national trends the county's numbers for occupancy and website sessions are on par.

The staff continues to work on the website audit, as our goal during this time is to create improved listings for our partners, and sharing updates on social media. Staff members are adding content for all businesses that have completed the ***Count On Me NC***, certificate program. The VisitNC marketing efforts will focus on this program and visitor safety; so far approximately 30 partners have completed the program.

The next two digital (non-print) projects will be the Meeting Facilities Guide and the Sports Facility Guide, as well as, staff is working on the 2021 Recovery Marketing Plan for the county and each town with the 2% room tax.

**VIII. Old Business**

None.

**IX. New Business**

None.

Meeting adjourned at 12:35 pm.

*Respectfully submitted,  
Cheryl Lane, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
August 12, 2020  
Visitors Bureau Administrative Offices - 12 Noon**