

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, June 12, 2019  
Visitors Bureau Administrative Offices**

**Present:** P Boucher, R Childrey, B Cook, L Daniels, R Heilmann, S Henley, M Mancuso  
**Absent:** E Brame, R Capps, C Lane, C McLamb,  
**Staff:** D Bailey-Taylor, S Lagasse, K Radford

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

S Henley called the meeting to order at 12:19 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 being heard the meeting continued.

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

*R Heilmann motioned to accept the May minutes as presented. P Boucher seconded. Motion passed unanimously.*

**II. Finances – D Bailey-Taylor**

Month-to-Date Revenues for May were \$145,914.70. Month-to-Date Operations were \$128,075.36. Net gain for the month was \$17,839.34. Year-to-Date Revenues were \$1,419,007.06. Year-to-Date Operations were \$1,317,717.75. Year-to-Date net gain was \$101,289.31. The May county revenues were \$97,464.59. Smithfield's May Revenues were \$27,458.06. Selma's May Revenues were \$12,385.87. Kenly's May Revenues were \$2,928.31. Benson's May Revenues were \$6,054.06.

D Bailey-Taylor presented the audit contract with Thompson, Price, Scott, Adams & Co, P.A.

*L Daniels motioned to accept the audit contract with Thompson, Price, Scott, Adams & Co, P.A. as presented. M Mancuso seconded. Motion passed unanimously.*

**III. Executive Committee – S Henley**

S Henley stated that the committee met on June 12, 2019 to align JCVB staff positions to the appropriate Johnston County grades, which are reflected in the FY 2020 budget.

**IV. Special Projects – D Bailey-Taylor**

Matching Marketing Grant for 3 Little Pigs Triathlon was presented to the board.

*L Daniels motioned to accept the grant request for the "3 Little Pigs Triathlon" event in the amount of \$500 as presented. R Childrey seconded. Motion passed unanimously.*

CottonTown 7's Rugby Tournament application was submitted the morning of the board meeting. Based on the past history of JCVB supporting this tournament, and the Tourism Authority Board does not meet in July, the board agreed to support the tournament with conditions.

*R Childrey motioned to accept the grant request for the "CottonTown 7's Rugby Tournament" event in the amount of \$750 as presented based on their application being submitted and completed correctly. R Heilmann seconded. Motion passed unanimously.*

Discussion was had that applicants need to be informed that the board does not meet in July and all applications for summer events should be submitted by the June board meeting.

**V. Marketing Committee – R Heilmann**

R Heilmann stated that the committee did not meet.

## **VI. Sports Council Committee – D Bailey-Taylor**

D Bailey-Taylor reported the Sports Council met and there was more in-depth discussion about agreements with school facilities. The committee agreed to continue discussions with the new county parks director.

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

D Bailey-Taylor stated that the staff report was included for the board to review. There was a major push to complete the data gathering for the North Carolina Farms App which launched on June 1<sup>st</sup> with 50 venues currently included. There are 100 spaces available and staff is working with Bryant Spivey, with Cooperative Extension to add more businesses.

County Commissioners approved moving forward with trade-marketing the JoCo Grows logo and they requested that JCVB hold the trademark. The county would be in charge of handling any disputes or misuse of the logo that required legal support or action to defend the trademark.

Ava Gardner Festival was well attended and received great media coverage. 301 Endless Yard Sale is this weekend and there have been many inquiries about the event. The Kate Spade opening social media marketing was very successful with 42,415 reach on Facebook. Sisters II Ice Cream is now a mobile Visitor Information Unit distributing brochures at events in-market and out. The Beer, Wine & Shine Trail program is being revamped and the brochure is in design for reprint. There are two media FAMs coming up, one writer focusing on wedding venues and the 301 Endless Yard Sale, and another VisitNC sponsored fam from Germany, themed around moonshine and motorsports.

Work is taking place now on the new 2020 marketing plan based on the strategic plan. One component of the plan is developing a dashboard where certain measurements will be shared with the board, such as Smith Travel Data on county-wide occupancy rates: March occupancy was 61.3% up 4.7% over 2018, ADR up 3.6% and RevPar up 8.5%.

## **VIII. New Business**

M Mancuso stated that Skyfest will be held at Johnston County Regional Airport (JNX) on October 12 from 10am-3pm. The event is being run by the US Veterans Corps and will have aerial demonstrations throughout the day, static displays, beer garden, live performances, and more.

R Heilmann stated the Cleveland Chamber members recently discussed their concern on the future impact on area businesses from the interchange construction. The Chamber wants to enlist marketing assistance from the Visitors Bureau. D Bailey-Taylor discussed this is one of the new strategic plan issues for the county, and details are not flushed out yet, but there will be some marketing support for all communities affected by NCDOT projects.

## **IX. Old Business**

D Bailey-Taylor presented the new Strategic Plan asking the board to review the wording for the new Destination Tourism and DMO Vision statements. D Bailey-Taylor noted the word *trailways* should be *greenways*, and L Daniels brought up the confusion of *I-40/42 highways* wording as US 70 will be an interstate in the future. S Henley suggested we table voting on the strategic plan until the August meeting allowing the board more time to review the plan in depth.

*Respectfully submitted,*  
*Lynn Daniels, Secretary/Treasurer*

**Next Meeting**  
**Johnston County Tourism Authority**  
**August 14, 2019**  
**Johnston County Tourism Authority Boardroom – 12 Noon**