

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 pm, June 14, 2023**

Present: R Childrey, WE Andrews, M Smith, J Hoke, J Jennings, P Boucher,
J Pritchett, B Cook, C McLamb
Guests: R Schmit
Absent: M McDonnell, C Roby
Staff: D Bailey-Taylor, K Radford

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 12:17 pm and stated that a quorum was present. R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard.

R Childrey asked for a motion to adopt the agenda that was previously sent to the board.

B Cook made a motion to adopt the agenda. M Smith seconded. Motion passed unanimously.

R Childrey asked for a motion to accept the May minutes that were previously sent to the board.

M Smith motioned to accept the May minutes as presented to the board. J Pritchett seconded. Motion passed unanimously.

II. Executive Committee

No meeting

III. Finances – May Financial – D Bailey-Taylor

Month-to-Date Revenue for May was \$185,356.66 Month-to-Date Operation Expense was \$110,830.49. Net positive variance for the month was \$74,526.17. Year-to-Date Revenue was \$1,738,270.73. Year-to-Date Operation Expense was \$1,204,222.15. The Year-to-Date net positive variance was \$534,048.58. The May County 3% revenue was \$111,728.54. Smithfield's 2% Revenue was \$35,839.78. Selma's 2% Revenue was \$8,208.29. Kenly's 2% Revenue was \$2,963.56. Benson's 2% Revenue was \$7,539.15.

IV. Marketing Committee - P Boucher

No meeting

V. Sports Council – B Cook

The county commissioners adopted the Year of the Trail proclamation and voted to adopt the master plan for the county park in Cleveland. TLC gave a county-wide environmental study the county can use to target land and waterway areas to preserve open spaces and trails. Bentonville will be doing trial work in conjunction with the Friends of the Mountains to Sea Trail to better and add to Bentonville's trail network.

JCVB will renew their partnership with OutdoorNC to help evolve and increase the Leave No Trace messaging to visitors. The Cottontown tournament will be July 8th at SRAC. Wilson's Mills town park project is on schedule for phase one and ahead of schedule for

phase two. Buffalo Creek Greenway reopened on June 5th. The Amphitheater has been newly renovated and opened on May 5th. Friends of Johnston County Parks will start membership tiers in the coming months. Benson had a ribbon cutting for the new field house with 32 tournaments booked on weekends throughout the year.

VI. Special Projects Committee – WE Andrews

The committee received (3) \$500 Matching Marketing Grant applications for the Town of Benson 4th of July community event, Town of Pine Level 150th Anniversary Celebration (September 16), and Ava Gardner Festival (October 6-8).

B Cook motioned to accept and fund the matching marketing grants for all three applications. J Pritchett seconded. Motion passed unanimously.

VII. Staff Report - D Bailey-Taylor

D Bailey-Taylor introduced JCVB's new Digital Marketing Manager, Jennifer McGowen. Jennifer has a Masters of Arts in Public Relations from Ball State University, she started June 1, and is currently training. J McGowen has already been out in the county with her camera capturing images of partners on the website. D Bailey-Taylor informed the board that the staff is currently conducting a website audit for content, images, and SEO updates.

More updates on marketing campaigns and tourism-related projects are: JoCo Grows campaigns have been switched from strawberries to blueberries. 301 Endless Yard Sale is this weekend (June 16-17) and hits on the website are high. The Sale remains very popular and continues to draw people here from all over the country. The Ham & Yam Festival had over 33,000 hits on the website. The Benson Alley project will be completed in the next 2 weeks. The next big mural project in Benson will be the Gym at the Lee Street Complex park, which will be 19 x 90 feet. April's Critical Mention online and print audience totaled 75,037,003 million. Value of online and print publicity: \$704,700

VIII. New Business

None

IX. Old Business

None

X. Adjourn

Meeting adjourned at 12:48 pm.

Respectfully submitted,

Rick Childrey, Chairperson

**Next Meeting
Johnston County Tourism Authority
Wednesday, August 9, 2023
Visitors Bureau Administrative Offices - 12 Noon**