JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, June 17, 2026

Present: J Lassiter, J Pritchett, WE Andrews, P Boucher, A Whitehurst, K Pickett, C McLamb
Absent:, J Hoke, M Smith, J Cobb, N Youngblood
Staff: A Mullins, A Phillips

I. Call to Order – J Lassiter, Vice-Chairperson
J. Lassiter called the meeting to order at 12:15 p.m. and stated that a quorum was present. J. Lassiter asked for any potential conflicts of interest concerning the agenda. W.E. Andrews and K. Pickett stated a possible conflict of interest regarding the Matching Marketing Grant for the Ham & Yam Festival.

J Lassiter asked for a motion to accept the May minutes that were previously sent to the board.

J Pritchett motioned to accept the May minutes as presented. K Pickett seconded. The motion passed unanimously.

II. Finances – May Financial Reports – A Mullins
Month-to-date revenue for May was $193,487.96. Month-to-Date Operation Expenses were $159,273.15. The net variance for the month was $34,214.81. Year-to-date revenue was $1,936,295.64. Year-to-date Operation Expense was $1,920,294.03. The Year-to-Date net variance was $16,001.61. April Johnston County 3% revenue was $131,124.94, Smithfield's 2% revenue was $37,629.43, Selma's 2% revenue was $7,187.50, Kenly's 2% revenue was $1,794.93, Benson's 2% revenue was $11,465.05, and Clayton's 2% revenue was $4,192.53.

III. Executive Committee – J Lassiter, Vice-Chairperson
No meeting was had.

IV. Special Projects Committee - WE Andrews
W.E. Andrews reported that the Bureau received one Matching Marketing Grant request:
2026 Ham & Yam Festival

Discussion was had about the application being received after the event. Grant requirements request applications to be submitted 90 prior to the event.

P Boucher motioned to fund the 2026 Ham & Yam Festival Matching Marketing Grant for $3,000 and to include a letter stating that moving forward all guidelines for grants must be followed. A Whithurst seconded. The motion passed with WE Andrews and K Pickett abstaining.

V. Marketing Committee
No meeting was held.

VI. Staff Report - A Mullins
A. Mullins reported that the Benson hotels were performing well during the bridge construction project. This was attributed to meetings with the Department of Transportation (DOT) and other stakeholders to coordinate detour signage and wayfinding signs directing visitors to hotels and businesses near the affected exit.

K Radford presented a brief update about MINT+ which is the tourism and events industry's exclusive data cooperative and shared repository for meeting and event data. It is a joint venture between Destinations International and Simpleview.

The Johnston County Visitors Bureau will utilize MINT+ for the first time to identify and prospect meeting and event leads. The platform allows staff to filter opportunities based on specific criteria, including meeting size, room requirements, location preferences, and other event details.

Once potential leads are identified, information will be tracked within the Simpleview CRM system for organization and follow-up. Outreach efforts will then be coordinated through Act-On email marketing campaigns to engage prospective meeting planners and generate new business opportunities for Johnston County.

VII. New Business

E. Dean introduced the Bureau's new Digital Producer, Kevin Moore. E. Dean explained that he sought someone with advanced skills and craftsmanship rather than simply a technician and found those qualities in Mr. Moore.

With Mr. Moore's expertise and creative abilities, the Bureau will be able to produce content that is unique within the county. K. Moore shared a brief overview of his professional background and presented samples of his previous work. He noted his passion for storytelling through a cinematic lens. He will also be responsible for producing video podcasts for the Bureau.

VIII. Old Business

Berkeley Young of Young Strategies joined the meeting via Zoom and presented an overview of the proposed 2026–2030 Destination Strategic Plan.

The Johnston County Visitors Bureau will focus on driving growth in the travel industry through the following strategic priorities:

- Marketing and Promotion
- Visitor Experience
- Advocacy and Community Engagement

B. Young asked board members to review the proposed Destination Strategic Plan over the coming weeks.

A. Mullins recommended that the board dedicate time during the August board meeting for a workshop to discuss the plan in greater detail.

IX. Adjourn

The meeting adjourned at 1:53 pm.

Respectfully submitted,
James Lassiter, Vice Chairperson

Next Meeting
Johnston County Tourism Authority
Wednesday, August 12, 2026
Visitors Bureau Administrative Offices - 12 Noon