

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, June 6, 2018
Visitors Bureau Administrative Offices**

Present: R Capps, E Brame, P Boucher, S Henley, R Childrey, C McLamb, K Brinson, L Daniels, M Zapp, R Heilmann
Absent: C Lane
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 May minutes that were previously sent to the board.

E Brame motioned to accept the May minutes as presented. R Capps seconded. Motion passed unanimously.

II. Finances – April Financials - D Bailey-Taylor

Month-to-Date Revenue for May was \$145,491.24. Month-to-Date Operations were \$106,775.72. Net gain for the month was \$38,715.52. Year-to-Date Revenues were \$1,150,738.10. Year-to-Date Operations were \$1,215,888.98. Year-to-Date net loss was (\$65,150.88). The April county revenues were \$81,854.18. Smithfield's April Revenues were \$24,700.15. Selma's April Revenues were \$10,919.67. Kenly's April Revenues were \$2,647.97. Benson's April Revenues were \$927.08. DB Taylor stated that we are at the end of the fiscal year and closing out expenses.

III. Executive Committee – S Henley

S Henley stated that board will be working on Succession Planning and cross training procedures for staff.

IV. Special Projects – E Brame

E Brame state that the committee did not meet but that the bureau had received three matching grant requests for the board's approval.

M Zapp motioned to accept the grant request for the "CottonTown 7s Rugby Festival" event in the amount of \$500 as presented. K Brinson seconded. Motion passed unanimously. R Capps abstained.

M Zapp motioned to accept the grant request for the "Chick-fil-A 3 Little Pigs Triathlon" event in the amount of \$500 as presented. R Capps seconded. Motion passed unanimously.

M Zapp motioned to accept the grant request for the "Selma All-American Festival" event in the amount of \$500 as presented. L Daniels seconded. Motion passed unanimously. R Capps and R Heilmann abstained.

V. Marketing Committee – R Heilmann

No meeting in May.

VI. Sports Council Committee – M Zapp

M Zapp stated the committee had a good meeting. Denise Rentz was appointed to the open seat, representing the Cleveland area. It was noted that the Johnston County Commissioners passed a resolution supporting a referendum to be put before voters to approve the proposed tax district for Parks & Recreation

Department in the Cleveland Area. It was noted that the bureau was starting the process of updating our Sports Venues Guide and Sarah will be sending out inventory forms to facilities.

VII. Staff Report – D Bailey-Taylor

D Bailey-Taylor stated that Sarah was named Supplier of the Year for the Society of Government Meeting Planners and Johnston Now received nominations for DBT for the Spirit of Johnston County award – event will be June 28th at the Howell Theatre. DBT is currently working with the staff on cross training documents and notebooks for any back-up needed should anyone be out of the office for an extended time. The 2019 JCVB Goals will be set for staff in the next 30 days. As a follow up to Annie Baggett’s (NC Depart of AG) visit in April, DBT met with Bryant Spivey with Cooperative Extension and would like to move forward working getting Johnston County farmers and agritourism assets in the new Farm App. More to come on an agreement and the inventory process and review of assets. DBT met with David DeYoung, Economic Development Director with the Town of Clayton. Information was provided on the Capital Grants, 2% Occupancy Tax use, and a list of marketing projects the bureau has engaged in to help promote the town. DBT stated that the list was impressive – and at the year’s end it may be beneficial to summarize for Town Officials a “Here’s what tourism does for you!” report tailored to each town. The JCVB Annual Report only touches on the Highlights in broad strokes – DBT will work on this concept for sharing with Town Officials. A Capital Grant recipients list was provided to the board and it was noted that with next year’s awards, JCTA will exceed the \$2 million-dollar threshold for capital grants in the county. This shows the continued support of tourism development in the county. Capital Grant Applications have been sent out and are due back postmarked by July 15th and will be reviewed by the committee in July. Recommendation for funding will be made at the August board meeting. The Bureau is still discussing with Retail Strategies and Electricities a joint research project on a larger scope than a visitor inquiry data drive. This would involve several partners including the SS Chamber, Towns of Smithfield and Selma and Economic Development. The marketing committee will discuss more at the next meeting on June 27th. Some of the staff attended the ribbon cutting at the new Hampton Inn & Suites in Benson this week. DBT proposed that our next board meeting be held at the facility if their meeting room is available in August. It was also suggested that the August board meeting be moved to August 8th this will allow time to pull financial reports. Website referrals are up to 27% from Visitnc.com, possibly due to the links associated with the promotion of Broadslab Distillery “Firsts that Last” and a new email blast promotion of Summer Camps which went out promoting Howell Woods. The board was reminded that the 301 Endless Yard Sale is June 15-16 so expect high traffic volume along the 301 Corridor.

VIII. Old Business

None.

IX. New Business

The August board meeting will be moved to August 8th with location to be determined.

Meeting adjourned at 12:42 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
August 8, 2018
Location TBD - 12 Noon**