

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, June 8, 2022**

Present: R Childrey, WE Andrews, R Capps, P Boucher, M Worthington,
M Smith, C McLamb, M McDonnell, C Roby

Absent: J Jennings, B Cook

Guest: Patrick Pierce, Chris Sperrazza

Staff: D Bailey-Taylor, K Radford

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 12:16pm 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 accept the May minutes that were previously sent to the board.

R Capps motioned to accept the May minutes as presented to the board. C Roby seconded. Motion passed unanimously.

II. Executive Committee - R Childrey

No meeting was held and nothing to report at this time.

III. Finances – June Financial – D Bailey-Taylor

Month-to-Date Revenue for June was \$161,127.31. Month-to-Date Operation Expense was \$92,709.94. Net gain for the month was \$68,417.37. Year-to-Date Revenue was \$1,546,433.21. Year-to-Date Operation Expense was \$1,027,480.95. Year-to-Date gain variance was \$518,952.26. The May revenues for the County 3% was \$117,545.77. Smithfield's 2% Revenue was \$36,704.15. Selma's 2% Revenue was \$9,637.71. Kenly's 2% Revenue was \$3,475.03. Benson's 2% Revenue was \$8340.58.

D Bailey-Taylor brought forward the county contract for the annual audit for approval.

WE Andrews motioned to accept the 2022 Audit Contract as presented to the board. M McDonnell seconded. Motion passed unanimously.

IV. Marketing Committee - P Boucher

The next meeting will be held June 22 and will have a more in-depth report on using the data intelligence from Near.com dashboard. D Bailey-Taylor also stated the JCVB Staff is in the process of creating a work plan for the new Visitors Guide.

V. Sports Council - B Cook

In B Cook's absence, D Bailey-Taylor reported there was an extensive amount of facility development happening in the county and that the minutes from the last meeting were in the board packets. Clayton Clover's Baseball team began their summer series. A Brame is working with the owner to get a blog published that articulates the impact that sports have on tourism in the county.

R Childrey asked for an update on the Mountains to Sea Trail. D Bailey-Taylor stated a feasibility study on the possible route was currently underway and the report is expected to be ready by August.

VI. Special Projects Committee - R Capps

D Bailey-Taylor announced the Capital Grant recipients have been notified and letters will be sent.

VII. Staff Report - D Bailey-Taylor

D Bailey-Taylor informed the board that the Johnston County Tax Office has revised the 3% room tax collection form which will go into effect for June collection.

The Strawberry Harvest campaign has been concluded and the staff is proceeding to follow up with farmers to determine how the campaign hopefully helped their season. The results will be reported to the NC Tobacco Trust Fund Commission in July. Three new JoCo Grows billboards are now installed, one each on I-95, US HWY 70 and US HWY 301.

JCVB Staff has updated the digital Visitor's Guide located on the website. E Dean is in the process of updating the Smithfield-Selma Map for reprint.

D Bailey-Taylor reported she has begun using Near.com to help create general reports on visitor numbers and more that will help shape marketing strategies. With a new town manager starting this month, the Kenly Tourism Marketing Committee is in the process of reinstating the group.

Benson Art Advisory Board had installed their first rotating sculpture piece "Geometer's Gate" at the Mary Duncan Public Library. JCVB is hosting a travel writer June 18-20 during the 301 Endless Yard Sale.

VIII. New Business

D Bailey-Taylor noted Bentonville needs more advocacy from community partners including elected officials, Johnston County residents, Bentonville board members, and staff for the new Visitor Center project. D Bailey-Taylor asked the board for any recommendations for local volunteers that are connected to the community, and who may be willing to join the Friends of Bentonville Battlefield board. D Bailey-Taylor asked if the board might approve a Resolution of Support for the new Visitor Center project for Bentonville.

WE Andrews motioned that staff prepare a resolution of support for the Bentonville Visitor Center for the next board meeting. R Capps seconded. Motion passed unanimously.

R Capps invited board members to attend the Johnston Now Honors at the Farm @ 95 on July 15th.

IX. Old Business

M McDonnell gave appreciation to DB Taylor and A Brame for their help in marketing the food hall. R Capps and R Childrey also gave appreciation to DB Taylor and staff for all their help and research.

X. Adjourn

Meeting adjourned at 12:57 pm.

M Worthington motioned to adjourn the meeting. M Smith seconded. Motion passed unanimously.

Respectfully submitted,

Melody Worthington, Secretary/Treasurer

Next Meeting
Johnston County Tourism Authority
Wednesday, August 10, 2022
Visitors Bureau Administrative Offices - 12 Noon