

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, March 10, 2021 – Via Zoom**

Present: S Henley, R Capps, M McDonnell, R Childrey, M Worthington, P Boucher, WE Andrews

Absent: M Mancuso, B Cook, J Jennings, C McLamb

Staff: DB Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:02pm 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 February minutes that were previously sent to the board.

WE Andrews motioned to accept the February minutes that were previously sent to the board. R Capps seconded. Motion passed unanimously.

II. Executive Committee

D Bailey-Taylor stated Chad McLamb has asked the board to vote on the 2021 Annual Audit contract, which states costs are not to exceed \$3,200.

R Capps motioned to accept the Annual Audit Contract as presented by the county. WE Andrews seconded. Motion passed unanimously.

III. Finances – February Financial – D Bailey-Taylor

Month-to-Date Revenue for February was \$70,276.83. Month-to-Date Operation Expense was \$103,504.94. Net loss for the month was (\$33,228.11). Year-to-Date Revenue was \$683,841.51. Year-to-Date Operation Expense was \$662,660.94. Year-to-Date gain was \$21,180.57. The January County 3% revenue was \$50,251.91. Smithfield's Revenue was \$15,763.49. Selma's Revenue was \$3,222.91. Kenly's Revenue was \$2,172.43. Benson's Revenue was \$3,447.09.

D Bailey-Taylor shared that the Town of Kenly requested \$16,000 of reserves for the Town LED sign which was paid in February. Also a total of \$8,500 was paid in Chamber sponsorships in February.

In reviewing the 2021-22 proposed budget D Bailey-Taylor noted that the staff will continue to watch for trends in room tax revenues and control expenses. The proposed budget includes two payments under the Capital Grants - \$50,000 for the JCC project and \$25,000 for the Heritage Center. However, there are no funds allocated for matching marketing grants. The board will have the final budget document to vote on at the April board meeting.

IV. Marketing Committee - P Boucher

The Marketing Committee met via zoom on February 24. The committee discussed a plan to scale back the visitors guide to a magazine style which will be a more streamlined version. The cost will be less for print and for postage to mail. It was noted that it is a good idea to have printed guides for Welcome Centers and for local handouts as well as a digital version on the website. R Childrey asked if the bureau plans to continue to print some form of the guide and

DBT said there would continue to be a printed version.

IV. Staff Report

D Bailey-Taylor reported to the board that legislation has passed in the General Assembly and is waiting for the Governor's signature allowing the bureau to apply for the PPP loan. The application is complete and Stephen Parker at First Citizens has been notified. The bureau is in the process of updating faded billboard vinyls, mainly northbound boards and all the Kenly boards. The 301 Endless Yard Sale marketing is on hold until legislation addresses summer school for students who have fallen behind due to remote learning. The event could not be held on a Friday with bus and school traffic on Hwy 301. The bureau has submitted a grant application to the NC Tobacco Trust Fund Commissions for marketing campaigns for the JoCo Grows Agriculture committee. The Sports Council will meet March 17th via Zoom. The bureau is working with Mike Mancuso on the Strawberry Festival scavenger hunt event, providing the chamber with local farms and market contacts. Another meeting site has closed, Gurley House in Princeton, and Tucker Furniture is going out of business. Jake's Grill is temporarily closed until it reopens as the Waffle Wagon. Tourism partners around the county are posting up on Social media their mug shots with the JoCo Masks. The masks have been well received and a fun social media post opportunity. DBT asked board members to feel free to participate. D Bailey-Taylor also announced that Scott Crawford, James Beard award-winning chef has announced that he is opening a restaurant in Downtown Clayton.

V. New Business

S Henley stated that unless the Governor makes changes in mandates, the next board meeting will be in person. The bureau will still provide a zoom access for those who are not comfortable with in person meetings.

VI. Old Business

None.

Meeting adjourned at 12:27 pm.

Respectfully submitted,

Melody Worthington, Secretary/Treasurer

**Next Meeting
Johnston County Tourism Authority
Wednesday, April 14, 2021
Visitors Bureau Administrative Offices - 12 Noon**