

JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, March 11, 2020
Visitors Bureau Administrative Offices

Present: R Childrey, P Boucher, R Heilmann, R Capps, S Henley, M Mancuso, C McLamb
Absent: C Lane, M Worthington, M McDonnell, B Cook
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:17 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 February minutes that were previously sent to the board.

M Mancuso motioned to accept the January minutes as presented. R Capps seconded. Motion passed unanimously.

II. Finances – D Bailey-Taylor

Month-to-Date Revenue for February was \$96,467.62. Month-to-Date Operations were \$103,144.47. Net loss for the month was (\$6,676.85). Year-to-Date Revenues were \$960,611.33. Year-to-Date Operations were \$984,518.22. Year-to-Date net loss was (\$23,906.89). The January County 3% revenues were \$61,938.56. Smithfield's January Revenues were \$17,446.04. Selma's January Revenues were \$6,512.70. Kenly's January Revenues were \$1,877.15, Benson's January Revenues were \$3,691.56.

III. Special Projects – R Capps

R Capps stated that the committee met briefly before the board meeting and was recommending one Matching Marketing Grants for the board's approval. The request met the approved guidelines.

R Heilmann motioned to accept the grant request for the "100th State Annual Singing Convention" event in the amount of \$750 as presented. R Childrey seconded. Motion passed unanimously.

IV. Marketing Committee – R Heilmann

R Heilmann stated that the committee had met on February 26th. DB Taylor shared that for the first time the bureau has Smith Travel occupancy, ADR reports/data to help estimate revenues for budget planning. Revenue projects for the 2020-21 Budget will be based on possible room nights times county wide occupancy rates and ADR. Taylor also noted that the Brasco Email Campaign was launched in late February. The delivery and open rates were promising with expectation for higher opens and clicks throughs. The Reach Local geofencing has been running four campaigns for six weeks. Taylor feels that the campaigns will need to run for at least 90 days to make some assumptions or adjustments to the campaigns.

V. Sports Council Committee – B Cook

The Sports Council did not meet. The next meeting is scheduled for March 18th.

VI. Staff Report – D Bailey-Taylor

DB Taylor shared the staff highlights, noting that S Lagasse hosted the 95 North Welcome Center ladies to showcase what is new in the county from Benson to Smithfield to Selma. The I-95 Welcome Center may reopen in April this year – it's been under renovations for several months. The staff has been in the community giving several talks: Central Rotary, Tourism Academy, Museum Design Conference and North Johnston tourism class. K Radford and J Andreasen are working together on gathering content for the website for new businesses and to help get their information updated for Google Business. Distribution of the new Visitors Guide, new Smithfield/Selma You Are Here Map, and the 301 Endless

Yard Sale brochures is happening this month. A Phillips has completed a mini-audit of the financials, making sure all is correct. DB Taylor noted the exceptional job A Phillips does for the bureau. Bentonville Reenactment is dominating the hits on the website (15,900-page views) and staff activities to support the event with marketing, PR, and editing the content on the website. Scott Mason, WRAL Tarheel Traveler, will be airing a special segment prior to the event with the Cole Family, descendants of enslaved families in the Bentonville community. JCVB is now offering Hospitality Association members banner ads around the website. The Sales and PR staff are very busy this time of year, however, the corona virus is expected to reduce travel. DB Taylor indicated staff will monitor revenues and expenses as the effects on travel are felt.

VII. Old Business

None.

VIII. New Business

DB Taylor and S Henley met to discuss the budget. Henley is requesting that the Executive Committee meet 30 minutes prior to the April 8th meeting.

Meeting adjourned at 12:51 PM.

*Respectfully submitted,
Scotty Henley, Chairperson*

**Next Meeting
Johnston County Tourism Authority
April 8, 2020
Johnston County Tourism Authority Boardroom - 12 Noon**