

JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
11:30 AM, March 13, 2019
Visitors Bureau Administrative Offices

Present: S Henley, R Childrey, M Mancuso, E Brame, L Daniels, R Heilmann
Absent: M Zapp, C Lane, C McLamb P Boucher, R Capps
Staff: D Bailey-Taylor, A Phillips
Guest: Glenn Bass, SSS High School; Don Anderson

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 11:49 am 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 being heard the meeting continued.

S Henley asked for a motion to accept the February minutes that were previously sent to the board.

R Heilmann motioned to accept the February minutes as presented. R Childrey seconded. Motion passed unanimously.

II. Finances – D Bailey-Taylor

Month-to-Date Revenues for February were \$70,555.53. Month-to-Date Operations were \$153,299.96. Net loss for the month was (\$82,744.43). Year-to-Date Revenues were \$1,037,983.17. Year-to-Date Operations were \$956,130.88. Year-to-Date net gain was \$81,852.29. The January county revenues were \$66,924.40. Smithfield's January Revenues were \$18,018.92. Selma's January Revenues were \$8,984.16. Kenly's January Revenues were \$2,059.61, Benson's January Revenues were \$3,300.25. It was noted that several towns' revenue did not get deposited and will show in next month's report.

III. Executive Committee – S Henley

S Henley stated that the two additional positions with the bureau, being a full time Visitor Information Assistant and Content Manager had been posted and the bureau would be conducting interviews soon. It was also noted that the positions were listed in an appropriate Grade level with the County HR Department and additional work will be done to better align the current staff with correct pay grades.

IV. Special Projects – E Brame

E Brame stated that the committee has received one grant that needed to be addressed due to timing. It was noted that the event had been funded before and that it was within the guidelines.

L Daniels motioned to accept the grant request for the "Ava Gardner Festival" event in the amount of \$500 as presented. M Mancuso seconded. Motion passed unanimously.

V. Marketing Committee – R Heilmann

R Heilmann noted that the Marketing Committee met on February 26th. He stated that D Bailey-Taylor had shared a PowerPoint presentation with the committee that addressed the purposed 2020 Marketing Budget. It was noted that the budget ideas were well researched and would be discussed at depth at the next marketing meeting. D Bailey-Taylor also shared that the committee had discussed the possibility of having the bureau as the applicant for the JoCo Grows logo trademark for the JoCo Grows Ag Committee. Currently the county lawyer is reviewing who should trademark the logo and if needed, D Bailey-Taylor will bring this back to the board for a decision.

VI. Sports Council Committee – M Zapp

The next Sports Council meeting will be March 20th at noon.

VII. Staff Report – D Bailey-Taylor

D Bailey-Taylor stated that the staff report was included for the board to review. She added that she will be attending the County Commissioners Work Session on March 19th which includes a discussion concerning Parks & Recreation, Marketing and Branding for the county. D Bailey-Taylor announced to the board that the Howell Woods Cabin ribbon cutting will be March 14th at 4:30pm, as well as, the bureau has tickets available for the board to the Arts Council event at the Ag-Center on the 14th at 5pm.

VIII. Old Business

Retreat date has been set for Wednesday, May 8th to run from 8:30am-2pm.

IX. New Business

S Henley turned the meeting over to Don Anderson, who is working with the bureau on a Destination Strategic Plan.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
April 10, 2019
Johnston County Tourism Authority Boardroom – 12 Noon**