

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 pm, March 15, 2023**

Present: R Childrey, WE Andrews, C Roby, M Smith, J Hoke, J Jennings, P Boucher, B Cook, M McDonnell, J Pritchett
Absent: C McLamb
Guest: Randy Capps
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 12:21 pm and stated that a quorum was present. R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard.

R Childrey welcomed Joan Pritchett, new board member representing Four Oaks Chamber.

R Childrey asked for a motion to accept the February minutes that were previously sent to the board.

B Cook motioned to accept the February minutes as presented to the board. J Jennings seconded. The motion passed unanimously.

II. Executive Committee

Prior to the board meeting, D Bailey-Taylor presented to the committee a preliminary FY 2023-24 budget, which will be reviewed by each JCTA committee prior to approval at the April 12th board meeting.

III. Finances – February Financial – D Bailey-Taylor

Month-to-Date Revenue for December was \$201,860.43. Month-to-Date Operation Expense was \$102,813.14. Net positive variance for the month was \$99,047.29. Year-to-Date Revenue was \$1,335,313.48. Year-to-Date Operation Expense was \$857,888.50. Year-to-Date net positive variance was \$477,424.98. The January County 3% revenue was \$82,329.53. Smithfield's 2% Revenue was \$28,364.04. Selma's 2% Revenue was \$5,570.02. Kenly's 2% Revenue was \$1,908.87. Benson's 2% Revenue was \$5,361.44.

IV. Marketing Committee - P Boucher

No report, and D Bailey-Taylor noted that the next meeting is March 29th at noon.

V. Sports Council - D Bailey-Taylor

No report, and D Bailey-Taylor noted that the next meeting is March 22nd at noon.

VI. Special Projects Committee – WE Andrews

R Childrey presented a matching marketing grant request for the State Annual Singing Convention. Following a brief discussion, Childrey asked for a motion.

WE Andrews motioned to fund the matching marketing grant for State Annual Singing Convention for \$500 as presented. M Smith seconded. Motion passed unanimously.

D Bailey-Taylor reminded the board that the next meeting would be on April 5th at noon.

VII. Staff Report - D Bailey-Taylor

D Bailey-Taylor noted that she attended two presentations for tourism partners in February – Eastfield Development’s Old North State Food Hall Project won a Space Award from the Triangle Business Journal, and Scott Crawford, of Crawford’s Cookshop in Clayton, was awarded the Restaurateur of the Year by the NC Restaurant and Lodging Association.

D Bailey-Taylor attended the taping at Benton Card Company for the American Pickers show. The board asked about the taping and when the show would air, B Cook reviewed how the day went and that it would be around six months until the show aired – it was their 1,000 taped show, so some press will be done with that.

The staff is working with Sarah Edwards for the Ham & Yam Festival and reported the Smithfield Spring Events Postcard was mailed out last week. K Radford traveled with several tourism partners and visited the NC Call Center at the Women’s prison to update their staff on what’s new in Johnston County.

E Dean is working with Nicole Youngblood with JoCo Grows Agriculture designing and printing new materials, promotional items, and a tent for community outreach. E. Dean has also updated the logos for Beer, Wine, and Shine Trail, Girls Weekend, and Sip & Stay package.

The staff continues to receive training on Act-On email service. The bureau is also noticing some uptick in meetings and sports tournaments coming to the area. J Jennings asked about support for the NC Senior Games and if they would qualify for a Matching Marketing Grant. The games start next week around the county. Donna indicated they would and the bureau supports sport tournaments with bags, brochures, coupons, and swag items.

D Bailey-Taylor has been working with Larry Strickland’s office, asking for support for Bentonville Battlefield in the 2024 budget. D Bailey-Taylor asked that if board members see Larry or Donna White, please thank him/her for their support for tourism projects in the county.

VIII. New Business

D Bailey-Taylor announced the Holiday Inn Express Ground Breaking in Benson on March 20th at 9 am, and that board members should have gotten an invitation.

She also announced that the JoCo Grows Agriculture committee is hosting their first community meeting bringing in speakers and engaging with farmers on March 30, at 6pm.

IX. Old Business

X. Adjourn

Meeting adjourned at 12:54 pm.

*Respectfully submitted,
Mark McDonnell, Secretary/Treasurer.*

**Next Meeting
Johnston County Tourism Authority
Wednesday, April 12, 2023
Visitors Bureau Administrative Offices - 12 Noon**