

JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, March 1, 2017
Kenly Petro 95

Present: L Daniels, R Childrey, S Henley, R Andrews, E Brame, K Brinson, R Capps, R Heilmann
Absent: M Zapp, K Henthorn, C McLamb
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – K Brinson, Chairperson

K Brinson called the meeting to order at 12:13 p.m. and stated that a quorum was present. With no corrections, the agenda was adopted. Brinson also asked for any possible Conflict of Interest concerning the agenda. No conflicts of interest were heard. Brinson also thanked E Brame for hosting the board meeting at Kenly Petro 95's new facilities.

K Brinson 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 Andrews seconded. Motion passed unanimously.

II. Finances – February Financials - D Bailey-Taylor

Month-to-Date Revenue for February was \$78,833.76. Month-to-Date Operations were \$92,624.89. Net Loss for the month was \$13,791.13. Year-to-Date Revenues were \$825,578.34. Year-to-Date Operations were \$643,674.70. Year-to-Date net income was \$181,903.64. DB Taylor noted that the report was not complete due to being the first day of the month and the finance department had not completed transactions for the month. The January county revenues were \$57,018.42. Smithfield's January Revenues were \$16,361.04. Selma's January Revenues were \$7,674.15. Kenly's January Revenues were \$2,145.60. Benson's January Revenues were \$972.49.

DB Taylor stated that the printing of the new visitors guide was a large expense for the month. Taylor also gave the board copies of the proposed 2017-18 budget projections. The board was asked to review and share any input they may have. The final budget will need to be complete by April 1st.

III. Executive Committee – K Brinson

DB Taylor stated that she had received a letter of intent and lease options for the Venture Drive office site. The lawyers are tweaking some of the wording and adding a caveat concerning parking. The terms of the lease are for a 5-year lease at \$10 per square foot with an option of a 5-year renewal at the same term. If the bureau chose not to renew after the first 5 years, there would be a \$40,000 reimbursement to Venture Place, LLC. to offset the cost of the upfit.

R Andrews made a motion to accept the 5-year lease terms with the 5-year renewal option with Venture Place, LLC. S Henley seconded. Motion passed unanimously.

IV. Special Projects – E Brame

Discussion was had on the 2018 budget for Special Events and Capital Project Grants which is proposed to increase to help more organizations around the county to improve facilities and support tourism related projects. E Brame asked the board members to think of projects in their respective communities that may be coming up in 2018 and report back to DB Taylor.

The Special Projects committee did not meet in February, however, as chairman of the Special Projects committee, Brame asked the board if they would accept the grant request that had been received for Mondo

Roots Festival for \$500 for the second year. This event in the past was called Millstock, which the bureau had previously funded as well.

L Daniels motioned to accept the grant request for the Mondo Roots Festival as presented. R Heilmann seconded. Motion passed unanimously.

V. Marketing Committee – R Andrews

R Andrews stated that the committee had met. The committee brought forth a recommendation to the full board in reference to supporting the Racing for Recruitment VIP gifts. Racing for Recruitment will be held at GALOT Motorsports Park and is scheduled for May 10th. Chris Johnson and Economic Development will head up the event, the invitation list will be updated with new industry contacts. Discussion was had about the bureau being a sponsor and having a table to distribute information on our mission, the impact of tourism to the county and the activities of the Visitors Bureau. Staff is researching a give-a-way of sunglasses since, our future is “bright”, and it would have been a great gift last year as it was hot and sunny.

E Brame made a motion to fund the Racing for Recruitment as budgeted in the amount of \$3,000 and to request a table at the event. R Childrey seconded. Motion passed unanimously.

VI. Sports Council Committee – DB Taylor

Sports Council did not meet in February. The next committee meeting will be March 15th.

VII. Staff Report - DB Taylor

D Bailey-Taylor stated that the staff had been busy with meetings and mentioned the upcoming WRAL spots and promotion on Out and About. DBT met with Scott Aman of New Dixie Oil, who is building the new Shell Station at Exit 97 in Selma with a Hardee’s restaurant. The bureau will work with Todd Johnson of the Heritage Center to design some historic panels and use some of the retail space to promote Selma in the station. DBT is serving on the Benson Economic Development team and at the April meeting she will be sharing tips for community tourism, branding and marketing. Design work is being done for the Racing for Recruitment in Johnston County – GALOT 2017 with an updated logo, invite and map. The recent 301 Endless Yard Sale blog has received over 33,000 reads. Simpleview has sent a prototype link to the new website for review and there as just a few things the staff wants to improve on concerning colors. DBT, AB and SC will be attending the VisitNC 365 Conference in March and DBT asked if any board members wanted to attend this year. SC will also be attending the Philadelphia Travel & Adventure Show in March.

VIII. Old Business

None.

IX. New Business

E Brame invited any board member that would like to be a judge for the Truck Jamboree on Friday, May 12 from 10-2pm, to please contact him, the event is growing every year.

Meeting adjourned at 1:08 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
April 5, 2017
Visitors Bureau Administrative Offices
12 Noon**