

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, March 9, 2022**

Present: M McDonnell, R Childrey, WE Andrews, J Jennings, P Boucher, C Roby,
M Smith, B Cook, M Worthington

Absent: R Capps, C McLamb

JCVB Staff: D Bailey-Taylor, A Phillips, E Dean, K Radford, A Brame, J Andreasen

Guests: Twyla Wells, Sharon Daily

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 9:05am and stated that a quorum was present. R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard. R Childrey asked for a motion to accept the February minutes that were previously sent to the board.

M Smith motioned to accept the February minutes as presented to the board. M McDonnell seconded the motion. Motion passed unanimously.

II. Finances – February Financial – D Bailey-Taylor

Month-to-Date Revenue for February was \$94,726.06 with no town revenues deposited for February. Month-to-Date Operation Expense was \$98,971.73. Net loss for the month was (\$4,245.67). Year-to-Date Revenue was \$1,082,216.18. Year-to-Date Operation Expense was \$721,219.09. Year-to-Date gain was \$360,997.09. The January County 3% revenue was \$90,469.68. Smithfield's 2% Revenue was not available at the time of report. Selma's 2% Revenue was \$6,005.44. Kenly's 2% Revenue was \$1,959.80. Benson's 2% Revenue was \$5,864.90.

III. Retreat/Strategic Planning Session

Twyla Wells facilitated the Board Retreat for the purpose of reviewing and amending the Strategic Plan for the Visitors Bureau which was previously adopted in 2019. Due to the interruption of the COVID-19 pandemic, many of the 3-year strategic plan items are moving forward to 2022-2024. The JCVB staff will review the compression notes provided by T Wells, and incorporate some items into the next fiscal year's budget.

IV. Adjourn

Meeting adjourned at 1:15pm.

*Respectfully submitted,
Melody Worthington, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
Wednesday, April 13, 2022
Visitors Bureau Administrative Offices - 12 Noon**