

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, May 12, 2021**

Present: S Henley, M McDonnell, R Childrey, M Worthington, P Boucher,
M Mancuso, J Jennings, WE Andrews

Absent: R Capps, B Cook, C McLamb

Staff: DB Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

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

*J Jennings motioned to accept the April minutes that were previously sent to the board.
M Worthington seconded. Motion passed unanimously.*

II. Finances – March Financial – D Bailey-Taylor

Month-to-Date Revenue for April was \$108,939.02. Month-to-Date Operation Expense was \$124,080.67. Net loss for the month was -(\$15,141.65). Year-to-Date Revenue was \$874,554.12. Year-to-Date Operation Expense was \$857,840.97. Year-to-Date gain was \$16,713.15. The February County 3% revenue was \$80,289.83. Smithfield's Revenue was \$25,400.06. Selma's Revenue was \$4,736.52. Kenly's Revenue was \$2,642.57. Benson's Revenue was \$5,814.30.

III. Staff Report

The Sports Venue digital guide edits are in the final stages and the guide will be posted on the website next week. The new Visitors Guide layout is complete and the staff is proofreading content. E Dean is in the process of building new maps for the guide. The JoCo Grows Agriculture committee has raised \$5,000 in membership and sponsors to support marketing programs by the committee.

The staff has been working on updating the website with a new font package which will give a new look throughout the site. This should be finalized by next week. The Ava Gardner Museum will have a Grand Re-Opening event on May 21st and the staff is assisting with media releases, a press conference, photography, and installation of museum exhibits. The entire museum has been renovated following the flood in January.

The staff is working on the 2021-22 Marketing Plan with advertising placements and messaging for the next fiscal year. National Tourism Week was not a traditional event this year but the bureau staff did prepare 800 bags and delivered them to I-95 North and South the first week of May. The 301 Endless Yard Sale will take place in June and due to time constraints there will only be digital and social media advertising to support the event. Website hits are already running high with over 10,000 hits on the microsite last month when the announcement was made.

Without a sales person, the current staff job responsibilities will be adjusted to cover what needs to be done. There will be little or no trade shows or outreach to meeting planners until we can refill the position.

IV. New Business

M Mancuso reported to the board that there are nearly 2,000 job openings in the county and the chamber has created a county-wide job board. He asked that the bureau share this information and create a link to the new site on our website.

D Bailey-Taylor asked M Mancuso about the numbers for the Strawberry Festival and he reported approximately 3,500 tasks were completed by 250 registered players, and business owners saw a strong return on their investment to participate.

M McDonell gave the board an update on the Food Hall and Eastfield Development, stating they are holding a roundtable discussion on Friday, May 21st, and asked for bags for the group. He asked Bailey-Taylor to supply a Tourism Fact Sheet for the group.

M Worthington announced that Leadership Johnston would be in-person at the museum in June and she requested bags with swag for the group.

V. Old Business

None.

Respectfully submitted,

Melody Worthington, Secretary/Treasurer

Meeting adjourned at 1 pm.

Next Meeting
Johnston County Tourism Authority
Wednesday, June 9, 2021
Visitors Bureau Administrative Offices - 12 Noon