

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, May 2, 2018
Visitors Bureau Administrative Offices**

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

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:12 pm 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.

E Brame motioned to accept the April minutes as presented. R Capps seconded. Motion passed unanimously.

II. Finances – March Financials - D Bailey-Taylor

Month-to-Date Revenue for April was \$110,112.36. Month-to-Date Operations were \$110,823.47. Net loss for the month was (\$711.11). Year-to-Date Revenues were \$1,005,246.86. Year-to-Date Operations were \$1,109,113.26. Year-to-Date net loss was (\$103,866.40). The March county revenues were \$78,654.12. Smithfield's March Revenues were \$23,717.40. Selma's March Revenues were \$10,562.30. Kenly's March Revenues were \$2,487.05. Benson's March Revenues were \$1,010.44. Per a request from M Zapp, C McLamb provided to the board an estimated 2018 Fund Balance for Operations and Capital Funding.

III. Executive Committee – S Henley

S Henley presented the 2018-19 budget to the board for approval.

K Brinson motioned to go into an Executive meeting. L Daniels seconded. Motion passed unanimously.

DB Taylor and A Phillips were dismissed from the meeting at 12:32 pm.

C. Lane motioned to accept Salary Amounts as Recommended. R. Capps seconded. Motion passed unanimously. E. Brame abstained.

DB Taylor and A Phillips were invited back into the meeting at 12:55.

P Boucher motioned to accept the 2018-19 Budget as presented. C Lane seconded. Motion passed unanimously. E Brame abstained.

IV. Special Projects – E Brame

Did not meet.

V. Marketing Committee – R Heilmann

Did not meet.

VI. Sports Council Committee – M Zapp

Will meet May 16th.

VII. Staff Report – D Bailey-Taylor

D Bailey-Taylor noted for the board that S Campbell has graduated from the Southeast Tourism Society – Travel Marketing Professional program. A Brame attended the NYC Media Mission with Jeremy Norris where Broadslab was featured in the “Firsts that Last” campaign. There was interest from the NY Times, CNN, Thirst Magazine and a producer from the Rachel Ray Show. Upon following up on these leads, more info will be provided. The JoCo Hospitality Association met on April 24th and was well attended with Annie Baggett as the speaker, and Pace Farms was here selling strawberries. There will be a follow-up meeting with Annie Baggett and Bryant Spivey about the new NC Dept of Ag, Farm App which is being expanded. The pilot county is Orange County and the only destination live at this time. Progress is being made on the Smithfield Wayfinding Project as the town has completed the easements needed for monumental signs and has selected the bid from a NC company that works with many Main Street towns on wayfinding. Expect that the four gateway signs will be installed in the next few months. DSDC has submitted a grant to help with the next phase of trailblazer signs, overall, expect that this project will be completed in 12-24 months. Also moving forward is the redesign of the Smithfield Town Commons to improve the hill seating, ADA accessibility, and a new Amphitheatre. DBT shared the Ava Gardner Museum – Invitation to the “Little Black Dress” Party and new exhibit opening on May 18th. The bureau has three new 4 x 9 cards which have been sent to the NC Welcome Centers and will be used for inquiry fulfillment: Benson Dog Park - Sip and Stay Package - Girlfriends Getaway. *Our State Magazine* Sweepstakes just completed with approximately 4,000 entries to win a stay at the new Benson Hampton Inn and a day with Jeremy at Broadslab. The Hospitality Heroes program has been completely redesigned and it’s hosted on the website with a link on the footer, so it is available at any time for new hires. National Tourism Week visits to the NC Welcome Centers are next week on May 10 and 11.

VIII. Old Business

None.

IX. New Business

It was noted that the upcoming weekend would offer various events through out the county. These would include Derby Day at Portofino, Ham & Yam, Benson’s first Sip and Shop in Downtown, and the grand opening of the newly enhanced Smithfield boat ramp. R Capps mentioned that Johnston Now was taking submissions for Johnston Honors Now.

Meeting adjourned at 1:06 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
June 6, 2018
Visitors Bureau Administrative Offices - 12 Noon**