

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
11:30am, May 2, 2022**

Present: R Childrey, R Capps, C Roby, J Jennings, P Boucher, M Smith
Absent: M McDonnell, B Cook, M Worthington, WE Andrews, C McLamb
Guest: Dana Wooten, Clayton Chamber of Commerce, Patrick Pierce, Economic Development Office, Town of Clayton
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 11:38am 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 April minutes that were previously sent to the board.

J Jennings motioned to accept the April minutes as presented to the board. R Capps seconded. Motion passed unanimously.

II. Finances – April Financial – D Bailey-Taylor

Month-to-Date Revenue for April was \$151,617.50. Month-to-Date Operation Expense was \$96,041.14. Net gain for the month was \$55,576.36. Year-to-Date Revenue was \$1,385,295.40. Year-to-Date Operation Expense was \$930,718.60. Year-to-Date gain was \$454,576.80. The February County 3% revenue was \$105,402.17. Smithfield's 2% Revenue was \$33,404.05. Selma's 2% Revenue was \$8,409.68. Kenly's 2% Revenue was \$2,516.95. Benson's 2% Revenue was \$7,471.91.

III. Marketing Committee - P Boucher

No meeting was held in April, but D Bailey-Taylor reported that the bureau is working on finishing up the fiscal year's final projects and work has begun on writing the marketing plan for next year.

IV. Sports Council - B Cook

No meeting was held in April, and there was no report from the staff.

V. Special Projects Committee - R Capps

R Capps stated that the board needed to address an email received from the Tobacco Farm Life Museum (TFLM) concerning the update on the tobacco barn restoration project. TFLM had applied for two grants: one capital grant for \$5,663 and one conservation grant for \$10,000. Following discussion about the project, R Childrey asked if there was a motion to accept both grant requests.

J Jennings motioned to accept the Capital Grant and Conservation Grant request for TFLM as presented to the board. P Boucher seconded. Motion passed unanimously.

VI. Staff Report - D Bailey-Taylor

D Bailey-Taylor shared that she and A Brame had a meeting with M McDonnell concerning the marketing for the Old North State Food Hall and the opening date which is now expected to be in August. The staff is currently enrolled for Simpleview's Brainery program to get training on all six modules over the next 12 months. The staff is also working to activate the ActOn Marketing module which will start providing marketing automation on the website. E Dean has completed Ham & Yam design work for banners, digital ads, t-shirts and more to assist the DSDC. The JoCo

Grows Agriculture Initiative is currently in the middle of promoting the Strawberry Harvest season with ads on the radio, distributing the postcard, social media posts, a new Strawberry video will be completed next week, and the group will have a booth at the Ham & Yam Festival on Saturday May 7th. The mural by artist Brian Lewis, known as Jeks, for the Ava Gardner Museum has been completed and the next step will be the installation of the rose garden. These projects are all part of the Ava Gardner Museum's 100th Centennial Celebration that will start at the festival, October 7-9 and run for 12 months. The opening night event will be a concert at The Clayton Center on October 7th. D Bailey-Taylor noted that it was National Tourism Week and that K Radford would be at both the North and South Welcome Centers this week talking to travelers to the state and to share information about visiting Johnston County. D Bailey-Taylor has completed the DRAFT of the Selma Marketing Plan for 2022-23 which will be approved by Selma Town Council in June. J Jennings took the time to thank the staff for all they do and the detailed reporting on materials prepared for today's meeting.

VII. New Business

None.

VIII. Old Business

None.

IX. Adjourn

Meeting adjourned at 12:13 pm. Following the Tourism Authority board meeting, the staff and board hosted the County Commissioners for a presentation on the activities by the bureau staff and highlights for FY 21-22.

Respectfully submitted,

Rick Childrey, Chairperson

**Next Meeting
Johnston County Tourism Authority
Wednesday, June 8, 2022
Visitors Bureau Administrative Offices - 12 Noon**