

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, May 3, 2017  
Golden Corral Smithfield**

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

**I. Call to Order – K Brinson, Chairperson**

K Brinson called the meeting to order at 12:29 p.m. and stated that a quorum was present. With no corrections, the agenda was adopted. K Brinson also asked for any possible Conflict of Interest concerning the agenda. No conflicts of interest were heard.

K Brinson 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 – April Financials - D Bailey-Taylor**

Month-to-Date Revenue for April was \$93,704.62. Month-to-Date Operations were \$130,281.32. Net Loss for the month was (\$36,576.70). Year-to-Date Revenues were \$1,006,073.96. Year-to-Date Operations were \$844,322. Year-to-Date net income was \$161,751.96. The March county revenues were \$70,988.70. Smithfield's March Revenues were \$21,370.58. Selma's March Revenues were \$3,562.77. Kenly's March Revenues were \$2,382.11. Benson's March Revenues were \$1,065.41. Selma has two hotels that are not current on the 2% revenues.

DB Taylor requested the board to approve the Audit Contract for 2017-18. The auditor will be Thompson, Price, Scott, Adams & Co., P.A. C McLamb stated that this is the same audit company the county used last year.

*L Daniels motioned to approve the contract with Thompson, Price, Scott, Adams & Co., P.A. as presented. R Capps seconded. Motion passed unanimously.*

Board members were given a copy of the 2017-18 Budget. After a brief review, no questions or concerns were heard as each committee has reviewed and given input.

*R Childrey motioned to approve the 2017-18 budget as presented. K Henthorn seconded. Motion passed unanimously.*

**III. Executive Committee – K Brinson**

The Executive Committee did not meet during the month of April.

**IV. Special Projects – E Brame**

E Brame stated that the Special Projects Committee met and discussed the Capital Grants budget for 2018. It was noted that the committee desired to support county projects that would enhance the visitors experience. The committee agreed that the budget for 2017-18 should be increased to \$175,000. The committee also agreed that the Special Projects Grants budget for 2017-18 should increase to \$20,000. E Brame stated that he, K Brinson and DB Taylor had met with R Hester to discuss support for the completion of the Mountains to the Sea Trail in Johnston County. Discussion was had about how and when the trail may be completed and what role the bureau may play in this project. Several board members also attended a presentation that was made for the County Commissioners by Smith Raynor about the Mountains to the

Sea Trail. The board was asked to review the revised Capital Grant and Special Event Grant forms and send suggested changes to DB Taylor before the next board meeting.

**V. Marketing Committee – DB Taylor**

DB Taylor updated the board about the recent Marketing Committee meeting. The staff continues work on content for the new Simpleview website. Materials are due by May 8<sup>th</sup> while the launch date for the site is June 14<sup>th</sup>. Staff training is scheduled for May 22-23. The JoCo Geocaching project is complete and the kick-off event was successful, bringing visitors from various places including Virginia for the weekend. There were several overnight stays as a result of the event with hopes of more to come. The committee reviewed the proposed Marketing Projects for 2018. DB Taylor stated that the bureau would be working with Jamaal Porter from Clayton. He will be helping with photography, social, BLOG and web transitions for town sites.

**VI. Sports Council Committee – DB Taylor**

Sports Council will meet May 24<sup>th</sup>.

**VII. Staff Report - DB Taylor**

D Bailey-Taylor stated that the bureau had received some good press through Johnston Now, NC Weekend segment on Selma's 150<sup>th</sup>, USA Today Travel Online mention of Bentonville, AAA Go article about 301 Endless Yard Sale and Wilson Times article about Ava. DB Taylor will be attending the historical marker dedication for Ava Gardner this Sunday, at 3pm. The bureau continues to stay involved by attending trade shows, media missions and ribbon cuttings. DB Taylor stated she would like to invite Smith Raynor to review the MTS project with the full board, so more questions could be asked about the project.

DB Taylor reminded board members that the Racing for Recruitment Event is coming up May 10<sup>th</sup>, and all are invited, it's 11am-2pm at GALOT. The week of May 8-12 is National Tourism Week and Sarah will be going to I-95 North and South and has great participation with our tourism partners. DB Taylor invited the board to attend the ribbon cutting for the Dixie Oil Shell Station project on Monday, May 8<sup>th</sup> at 10am, the JCVB staff worked with Mike Fleming and tourism is well displayed throughout the store with photos, maps, and a brochure rack. Discussion was had on the NC Main Street Conference coming to Clayton in 2018 and how JCVB can support the event as before with transportation from hotels to the Downtown.

R Childrey mentioned the National Genealogy Association will be in Raleigh next week and Todd Johnson of the Heritage Center will be attending.

DB Taylor gave an update on the process of the new office and expects the move may be the last week of May 29 – June 2.

**VIII. Old Business**

None.

**IX. New Business**

None.

Meeting adjourned at 1:08 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
June 7, 2017  
TBD, 12 Noon**