

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, May 8, 2019  
Visitors Bureau Administrative Offices**

**Present:** S Henley, M Mancuso, E Brame, L Daniels, R Heilmann M Zapp, C Lane, P Boucher, R Capps  
**Absent:** C McLamb, R Childrey  
**Staff:** D Bailey-Taylor, A Phillips, E Dean, A Brame, S Lagasse, J Andreasen  
**Guest:** Don Anderson

**I. Call to Order – S Henley, Chairperson**

S Henley called the meeting to order at 8:17 am 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 being heard the meeting continued.

S Henley took time to thank Matt Zapp, Benson Town Manager, for his service and commitment to the Johnston County Tourism Authority.

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 – D Bailey-Taylor**

Month-to-Date Revenues for April were \$136,790.70. Month-to-Date Operations were \$78,978.01. Net gain for the month was \$57,812.69. Year-to-Date Revenues were \$1,273,092.36. Year-to-Date Operations were \$1,189,642.39. Year-to-Date net gain was \$83,449.97. The March county revenues were \$90,559.62. Smithfield's March Revenues were \$25,735.18. Selma's March Revenues were \$11,301.65. Kenly's March Revenues were \$2,580.09, Benson's March Revenues were \$5,098.85.

S Henley asked the board to review the 2019-20 budget prepared by the staff, and asked for any questions before entertaining a motion to accept.

*R Heilmann motioned to accept the 2019-20 Budget as presented. M Mancuso seconded. Motion passed unanimously. E Brame abstained.*

**III. Executive Committee – S Henley**

S Henley stated that the committee did not meet.

**IV. Special Projects – E Brame**

E Brame stated that the committee did not meet.

**V. Marketing Committee – R Heilmann**

R Heilmann stated that the Marketing Committee had met and discussed the following:

- 3-Year Strategic Destination Plan Draft
- Billboard updates needed
- Marketing plan for 2019-20
- JoCo Grows app
- Triangle East Chamber hotel research survey

**VI. Sports Council Committee – M Zapp**

No meeting held was in April; the committee's next meeting will meet on May 15<sup>th</sup> at noon.

**VII. Staff Report – D Bailey-Taylor**

D Bailey-Taylor stated that the staff report was included for the board to review. It was noted that the staff had been busy planning for National Tourism Week, working on the 2020 budget, and training plans for new staff members.

**VIII. Old Business**

**IX. New Business**

S Henley turned the meeting over to Don Anderson, who conducted the retreat agenda and presented the new 2020 Destination Strategic Plan and supporting documents to the board.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
June 12, 2019  
Johnston County Tourism Authority Boardroom – 12 Noon**