

JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, November 10, 2020
Visitors Bureau Administrative Office and Zoom

Present: M Mancuso, S Henley, B Cook, R Capps, M McDowell, R Childrey, M Worthington,
R Heilmann, P Boucher, WE Andrews

Absent: J Jennings, C Lane, C McLamb

Staff: DB Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:11 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 welcomed new board members WE Andrews and J Jennings.

S Henley asked for a motion to accept the October minutes that were previously sent to the board.

B Cook motioned to accept the October minutes that were previously sent to the board. R Childrey seconded. Motion passed unanimously.

II. Executive Committee

S Henley recognized outgoing board member, Rick Heilmann. It was noted that Heilmann had contributed much to the board during his time of service. He was presented a clock as a remembrance of time served. Cheryl Lane was unable to attend the meeting but was also thanked for her service and will be presented a clock as well.

Board members were given “Conflict of Interest” forms that need to be completed and returned to the office, which will then be sent to the county clerk.

III. Finances – September Financials - D Bailey-Taylor

Month-to-Date Revenue for October was \$91,616.15. Month-to-Date Operation Expense was \$81,161.78. Net gain for the month was \$10,454.37. Year-to-Date Revenue was \$359,212.59. Year-to-Date Operation Expense was \$305,441.26. Year-to-Date gain was \$53,771.33. The September County 3% revenue was \$52,954.70. Smithfield’s September Revenue was \$15,860.46. Selma’s September Revenue was \$3,215.65. Kenly’s September Revenue was \$1,852.08. Benson’s September Revenue was \$4,091.49.

D Bailey-Taylor informed the board that county-wide hotel occupancy remains around 40%. With the VisitNC Marketing Credit Program and two grants, the county marketing message is getting out there, and staff is doing everything to manage expenses. D Bailey-Taylor noted there is no travel planned for the rest of the fiscal year and all trade shows in 2021 will be virtual. S Henley stated that it appeared we were holding well on expenses and thanked the staff.

IV. Staff Report

D Bailey-Taylor stated the bureau has received a second grant in the amount of \$10,750 which will be used to print custom masks and market local holiday shopping using advertising on radio, email campaigns, and Out And About with WRAL. The VisitNC Marketing Credit team will be conducting an Instagram take-over in the county this Thursday. They will mainly be in the Clayton, Smithfield and Selma areas visiting some of the business that have completed the Count On Me NC certification. Also this week, the Welcome Center Managers from I-95 North and South are coming into the county to see what is new since their last visit, such as they will be staying at the new Hampton Inn Smithfield, eating at The Gilded Pear, and visiting downtown Selma.

The Bureau is in the second stage of a grant application with the Golden Leaf Foundation for the work with the JoCo Grows Agriculture Marketing Committee. If awarded, this grant will help offset some of the expenses that the bureau has incurred for the website, design, and the NC Farms App.

Discussion was had about the Angel Tree project. It was decided that the bureau would try to meet the needs of 15 children this year with no reception this year due to cost.

The County Commissioners have approved a Johnston County Fraud and Reporting Policy. Once the official document is complete with a Hotline phone number, it will be presented to the board for approval.

Copies were given to the board of the Triangle Business Journal. This was a joint project with Chris Johnson and the Economic Development Office and county chambers. It was noted that several of the photos were supplied by the bureau and the ad for the Town of Smithfield was designed by the JCVB staff. There is also a digital version on the JCVB website that can be shared.

The Sports Council will meet on November 18 via Zoom which will include an update from Adrian O'Neal about grants, and the updates to the County-wide Master Plan.

V. Old Business

None was heard.

VI. New Business

None was heard.

Meeting adjourned at 12:47 pm.

Respectfully submitted,
Scotty Henley, Chairperson

Next Meeting
Johnston County Tourism Authority
Wednesday, December 9, 2020
Zoom Meeting - 12 Noon