

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, November 10, 2021**

Present: M McDonnell, R Childrey, WE Andrews, R Capps, J Jennings,
P Boucher, C Roby, B Cook, M Smith
Absent: C McLamb, M Worthington
Guest: Adam Miller, South Johnston HS Student
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – R Childrey, Vice-Chair

R Childrey called the meeting to order at 12:15pm and stated that a quorum was present. New board member, Maria Smith was introduced. Smith was appointed to the Tourism Authority by the Clayton Chamber of Commerce.

R Childrey opened the floor for nominations for 2021-23 officers.

R Capps nominated R Childrey as Chairperson. WE Andrews seconded. Motion passed unanimously.

WE Andrews nominated B Cook as Vice-Chairperson. M McDonnell seconded. Motion passed unanimously.

R Capps nominated M Worthington as Secretary. M McDonnell seconded. Motion passed unanimously.

R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard.

R Childrey asked for a motion to accept the October minutes that were previously sent to the board.

J Jennings motioned to accept the October minutes that were previously sent to the board. M McDonnell seconded. Motion passed unanimously.

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.

The board was asked to review the Fund Balance Reserve Policy Draft for discussion and possible approval. DB Taylor noted that C McLamb was recommending that the board adopt this policy.

J Jennings motioned to adopt the Reserve Policy as recommended by C McLamb. B Cook seconded. Motion passed unanimously with WE Andrews abstaining from the vote.

Discussion was had about posting minutes before the board's final approval. It was determined that minutes could be sent out but with wording that they are in draft form until approved by the board at the next meeting.

II. Finances – October Financial – D Bailey-Taylor

Month-to-Date Revenue for October was \$119,972.42. Month-to-Date Operation Expense was \$91,242.12. Net gain for the month was \$28,730.12. Year-to-Date Revenue was \$570,386.95. Year-to-Date Operation Expense was \$338,686.23. Year-to-Date gain was \$231,700.72. The September County 3% revenue was \$84,940.43. Smithfield's 2% Revenue was \$26,715.71. Selma's 2% Revenue was \$6,531.70. Kenly's 2% Revenue was \$2,271.80. Benson's 2% Revenue was \$6,019.85.

III. Marketing Committee - P Boucher

The Marketing Committee did not meet in October, and due to the fast approaching holidays, D Bailey Taylor would like to meet in January to discuss possible updates to the Simpleview CMS.

IV. Sports Council - B Cook

No meeting in October. Next meeting will be Wednesday, November 17, 2021 at the SRAC.

V. Special Projects Committee - R Capps

No meeting in October. D Bailey-Taylor has mailed a letter to the Town of Princeton to provide an update on the status of their capital grant.

VI. Staff Report - D Bailey-Taylor

D Bailey-Taylor announced the Angel Tree project will take place this year, and the board should have gotten an email for adopting a child for Christmas. The staff is working on updating all tourism partner listings on the website with images that the Bureau owns to avoid any image rights violations. The 2020-21 Annual Report is completed and available on the website and links will be sent out to elected officials. Current design projects for the Town of Selma include a revised Visit Selma Brochure and a new billboard campaign. The Smithfield Walking Tour Brochure is being reprinted and should be delivered soon. The top page clicks on the website for the month of October was the Clayton Harvest Festival page/event listing with over 5,253 clicks.

VII. New Business

Randy Capps informed the board there will be a pop-up networking event hosted at Simple Twist at 40/42 on November 16th.

VIII. Old Business

None.

IX. Adjourn

Meeting adjourned at 1:02 pm.

Respectfully submitted,

Rick Childrey, Chairperson

**Next Meeting
Johnston County Tourism Authority
Wednesday, December 8, 2021
Visitors Bureau Administrative Offices - 12 Noon**