

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, November 1, 2017  
Visitors Bureau Administrative Offices**

**Present:** L Daniels, M Zapp, R Capps, R Heilmann, E Brame, K Brinson, S Henley, R Childrey  
C McLamb

**Staff:** D Bailey-Taylor, A Phillips

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

K Brinson called the meeting to order at 12:16 pm 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. None were heard.

K Brinson asked for a motion to accept the October minutes that were previously sent to the board.

*R Childrey motioned to accept the October minutes as presented. R Capps seconded. Motion passed unanimously.*

**II. Finances – September Financials - D Bailey-Taylor**

Month-to-Date Revenue for October was \$115,164.84. Month-to-Date Operations were \$97,003.67. Net income for the month was \$18,161.17. Year-to-Date Revenues were \$428,604.07. Year-to-Date Operations were \$444,863.75. Year-to-Date net loss was (\$16,259.68). The September county revenues were \$72,106.25. Smithfield's September Revenues were \$21,946.42. Selma's September Revenues were \$9,882.39. Kenly's September Revenues were \$2,236.23. Benson's September Revenues were \$895.98.

DBT stated that the Operational expenses were elevated due to pay out of Capital Grants and expenses related to the office move.

**III. Executive Committee – K Brinson**

The Executive Committee did not meet during the month of October. The board members were given copies of the Conflict of Interest and Code of Ethics to review and sign which are turned into the county annually.

**IV. Special Projects – E Brame**

E Brame stated that the Special Projects Committee had not met, but a Matching Marketing Grant had been received by the bureau and needed to be addressed.

*R Heilmann motioned to accept the grant request for the 2018 Benson Little Theatre event in the amount of \$500 as presented. L Daniels seconded. Motion passed unanimously. M Zapp abstained.*

**V. Marketing Committee – DB Taylor**

Marketing Committee met on October 25<sup>th</sup>. DB Taylor discussed a data research proposal. The project is already budgeted and would be conducted by Chris Cavanaugh at a cost of \$5,500 plus travel expenses. The research would be a deep dive into the buying patterns of visitors to Johnston County and would involve area partners that would like to have copies of the study to assist them in marketing. New marketing opportunities were also presented. The committee recommended that the bureau move forward with advertising at the Fayetteville Airport. This would be a wall ad similar to an outside billboard which would reach the military market and would be less expensive than a traditional billboard. The cost would be approximately \$230 per month for a one-year contract. DB Taylor noted that she and Ashby already drove to the airport to scope out the banner ad locations. The Beer, Wine, and Shine brochure has been sent to the printer for reprinting. It was also noted that it was time to flip the Clemmons billboard for the Clayton Center. S Henley has sent artwork to E Dean already and the project is in production. DBT stated that the

final financial figures were available and the 2017 Annual Report has been designed and will be printed by December.

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

Sports Council did not meet in October.

#### **VII. Staff Report - DB Taylor**

DB Taylor presented the staff report to the board and as usual it has been a very busy month. The staff is still settling in at the new office with some minor items still on the punch list. M Zapp noted how well the office has come together and commended the staff on the work done. DB Taylor reviewed the various photo shoots Jamaal Porter has completed in October for the bureau which keeps fresh images available for print and web use. It was noted that the Beer, Wine and Shine app will be launched in the next 30 days. DB Taylor stated a new series of Benson billboards for the dog park will be installed in December. With the completion of Rosa Andrews and Karen Henthorn terms, the board currently has two openings. The Board discussed possible candidates in the community that have expressed interest. The County Commissioners will vote on open positions at the December 4<sup>th</sup> meeting and the deadline for applications is mid-November.

#### **VIII. Old Business**

DB Taylor explained the sign company reused the panel box which did not fix well on the building as it was too big for the space. The board discussed the outside sign material and decided to use channel letters. The board discussed options and reviewed various types of sign designs.

*M Zapp motioned to accept the sign with larger channel letters. S Henley seconded. Motion passed unanimously.*

#### **IX. New Business**

DB Taylor purposed that the bureau holds an open house on December 6<sup>th</sup>. The bureau would like to work with Johnston County Social Service to help fulfill their Angel Tree Project needs. This would be a way to give back to the community. The Hospitality Association would help with this project and the board gave the staff the go ahead to host the event.

Meeting adjourned at 12:50 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
December 6, 2017  
Visitors Bureau Administrative Offices  
1:30pm**