

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, November 7, 2018
Visitors Bureau Administrative Offices**

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

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:17 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 noted.

S Henley took the opportunity to acknowledge and thank Keith Brinson for serving two 3-year terms, noting his support, guidance, and leadership have been an asset to the Tourism Authority Board.

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

K Brinson motioned to accept the October minutes as presented. M Zapp seconded. Motion passed unanimously.

II. Conflict of Interest Policy

The board was asked to review and sign the Conflict of Interest Policy, which is completed yearly by all board members and submitted to the county.

III. Finances – D Bailey-Taylor

Month-to-Date Revenue for September was \$197,367.76. Month-to-Date Operations were \$89,184.30. Net gain for the month was \$108,183.46. Year-to-Date Revenues were \$559,811.24. Year-to-Date Operations were \$394,334.35. Year-to-Date net gain was \$165,476.89. The September county revenues were \$110,798.78. Smithfield's September Revenues were \$28,820.00. Selma's September Revenues were \$13,779.06. Kenly's September Revenues were \$4,603.38, Benson's September Revenues were \$6,802.01.

IV. Executive Committee – S Henley

S Henley stated that Executive Committee had not met.

V. Special Projects – E Brame

E. Brame shared that the committee did not meet but the bureau had received one Matching Marketing Grant that needed to be addressed due to the event date. The request met the approved guidelines and has been funded in the past.

R Childrey motioned to accept the grant request for the "Princeton Veterans Day Celebration" event in the amount of \$500 as presented. L Daniels seconded. Motion passed unanimously.

VI. Marketing Committee – R Heilmann

R Heilmann reviewed the minutes from the October 24th marketing meeting and shared some of the highlights. It was noted that the committee reviewed Ytravel Bloggers posts, blogs and Instagram photos from a recent visit to Johnston County. The bureau will receive additional stories, photos, and video clips from this visit. The bureau has received the VisitNC video final footage and edits to the video are underway. The Visitors Guide inventory has been completed and it is currently in design and the cover will feature Bentonville Reenactment dates for March, 2020. It was noted that the first Visa Credit Card Data Reports

will be available in November. This will allow the bureau to see where visitors are spending money and provide major MSA data on where our visitors are coming from. The Shriner's will be coming back to Johnston County in 2020. This will bring in several hundred hotel rooms with over 1200 people visiting the county for the weekend.

VII. Sports Council Committee – M Zapp

The next scheduled Sports Council meeting will be Wednesday, November 28th.

VIII. Staff Report – D Bailey-Taylor

D Bailey-Taylor shared with the board a project summary of a proposed Tourism Assessment and Strategic Destination Plan to be done by Don Anderson, Destination Consultancy Group, who the bureau has worked with in the past. The project will include conducting a current tourism assessment and subsequent preparation of a practical and priority-based strategic destination plan for Johnston County, NC, and its communities. The plan will provide JCVB leadership with a long-term vision and related priority initiatives pertinent to marketing and sales, tourism development, advocacy/community relations, partnership communications and resources capabilities. The project will help the bureau see where we are as a destination, where we want to be, what we need to do to reach our goals, and how do we communicate with others what we do. D Bailey-Taylor noted that the timeline of conducting the assessment from November to March, would align well with having a board retreat in late March or early April. D Bailey-Taylor has reached out to other DMOs listed as references in the proposal and will review their final reports to share with the board what the bureau would receive from this project.

E Brame motioned that we retain Anderson for a Tourism Assessment and Strategic Destination Plan from November to March as presented. R Heilmann seconded. Motion passed unanimously.

D Bailey-Taylor shared with the board the new JCVB video that was shot with the VisitNC team. The video needs some additional footage of Bentonville's reenactment and E Dean is currently designing a map graphic to better showcase where Johnston County is located in NC, and along the east coast.

IX. Old Business

M Zapp thanked the bureau for the matching marketing grant that was helpful in putting wireless music in downtown Benson. Zapp stated it is in place and well received by the town people and visitors.

X. New Business

P Boucher asked about the possibility of having racks placed with businesses that would help to direct people back to the attraction that produces the products being sold locally. He also asked about temporary racks at events that would help to direct visitors. It was mentioned that Howell Woods rack was missing, perhaps due to storm damage. D Bailey-Taylor noted she would follow up with Jordan Astoske.

Meeting adjourned at 12:55 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
December 5, 2018
Johnston County Tourism Authority Boardroom - 12 Noon**