

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 pm, November 9, 2022**

Present: R Childrey, R Capps, P Boucher, WE Andrews, C Roby, B Cook, C McLamb
Absent: J Jennings, M Smith, M McDonnell
Guest: Kelly Blanchard, Town of Selma
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 12:22 pm and stated that a quorum was present. R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard. R Childrey welcomed guest Kelly Blanchard, Community Engagement Coordinator for the Town of Selma.

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

WE Andrews motioned to accept the October minutes as presented to the board. R Capps seconded. Motion passed unanimously.

II. Executive Committee

No meeting was held in October.

III. Finances – October Financial – D Bailey-Taylor

Month-to-Date Revenue for October was \$144,032.94. Month-to-Date Operation Expense was \$119,030.49. Net gain for the month was \$25,002.45. Year-to-Date Revenue was \$628,433.57. Year-to-Date Operation Expense was \$401,245.77. Year-to-Date gain was \$277,187.80. The September County 3% revenue was \$86,670.76. Smithfield's 2% Revenue was \$30,136.38. Selma's 2% Revenue was \$7,080.10. Kenly's 2% Revenue was \$1,875.07. Benson's 2% Revenue was \$6,461.85.

IV. Marketing Committee - P Boucher

No meeting was held in October.

V. Sports Council - B Cook

The next meeting will be on November 16th.

VI. Special Projects Committee - R Capps

No special event matching marketing grants were submitted in October, therefore no meeting was held. D Bailey-Taylor reported that all awarded grants for major festivals were being mailed out in November, except Four Oaks Acorn Festival, and that she would follow up with the Chamber.

VII. Staff Report - D Bailey-Taylor

D Bailey-Taylor shared with the board that the staff is going to the 1-800-NC Call Center next week to update the call center staff about news from the county. K Radford will travel with tourism partners to the Central Prison for Women in Raleigh. The AAA direct mailing with "What's Poppin' in Johnston County" went out with a holiday letter, 2023 calendar strips, a

brochure request form, and popcorn from the Old Fashion Ice Cream Shop in Selma. K Radford is working on the Angel Tree project and has received 30 children, with presents to be delivered to the Visitor Center here on December 5-7. The JoCo Works committee has sent out a survey following the event on October 13-14. It was the staff's suggestion for the planning committee that more time is needed with the 8th graders as they come through the Hospitality World. The Bureau will be mailing hard copies of the FY22 Annual Report to Hospitality Association members, elected officials, and hotel owners. Otherwise, it is posted up as a PDF on the website.

The staff is using Act-on software now for email marketing through Simpleview: the first emails sent were to an audience of around 7,800 each, and the average open rate is 24%. The staff is taking this opportunity to work on contact lists in the Simpleview CRM. The media contacts that A Brame brought to the Old North State Food Hall have already resulted in some coverage – the PBS show, NC Weekend Now, aired a 4-minute interview last week.

Other media results were just reported for the Ava Gardner Festival in the *Tourism Does That?!* newsletter. The staff uses a media tracking service, Critical Mention, and the Ava Gardner Festival received 147 press mentions that reached over 58 million people. Earned news coverage for the museum, Smithfield, and the festival had a total publicity value of over \$800,000.

The Johnston Community College (JCC) appreciation luncheon was held this past Sunday at The Farm, where the Visitors Bureau was recognized in the Circle of Friends for the Paul A. Johnston Auditorium Capital Grant of \$50,000. JCC will be hosting a Black-Tie event in January for the re-opening of the auditorium. Information will be passed onto the board when available.

VIII. New Business

The board was asked to complete and return the Conflict of Interest Forms to the county. D Bailey-Taylor asked if the Board would change the date of the December board meeting to December 7th, to coincide with the Angel Tree drop-off event. R Childrey asked the board members present and heard no objections, and A Phillips will send out an email to the full board concerning the date change.

IX. Old Business

WE Andrews asked about the audit questionnaire that was sent to board members which was emailed and not mailed out as hard copies. It was noted that this was now a standard procedure from the audit company hired by the county to conduct the audit.

X. Adjourn

Meeting adjourned at 12:52 pm.

*Respectfully submitted,
Rick Childrey, Chairperson*

**Next Meeting
Johnston County Tourism Authority
Wednesday, December 7, 2022
Visitors Bureau Administrative Offices - 12 Noon**