

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, October 14, 2020
Visitors Bureau Administrative Offices via Zoom**

Present: S Henley, M Mancuso, C McLamb, M Worthington, M McDonnell, R Capps,
R Childrey, R Heilmann , P Boucher
Absent: B Cook, C Lane
Staff: D Bailey-Taylor, K Radford

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:08 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 asked for a motion to accept the September minutes that were previously sent to the board.

M Mancuso motioned to accept the September minutes that were previously sent to the board. Rick C. seconded. Motion passed unanimously.

II. Executive Committee

S Henley shared an update on board appointments. Jeff Jennings from Clayton and Bud Andrews of Smithfield will both be joining the Tourism board as new members, with Rick Childrey and Paul Boucher also reappointed by the Johnston County Commissioners.

The board was presented with the Telework Policy and Agreement that was approved by the Johnston County Commissioners in September to adopt and use for the JCVB staff. D Bailey-Taylor stated this was a detailed policy that included general rules and procedures for working from home.

S Henley asked about work from home equipment. D Bailey-Taylor stated most staff are currently using personal computers but through the Cares Act fund with County IT, the staff will be issued county owned computers in late October. S Henley was concerned about work email on the staff's personal computers. D Bailey-Taylor informed the board emails are being saved through Rackspace, the bureau's email server. D Bailey-Taylor also stated the bureau is moving to G-Suite, which is a cloud-based server which the County IT department is setting up for all county departments this fall.

M Mancuso motioned for the adoption and use of the Telework Policy and Agreement. P Boucher seconded. Motion passed unanimously.

III. Finances – August Financials - D Bailey-Taylor

Month-to-Date Revenue for September was \$87,824.55. Month-to-Date Operation Expense was \$81,241.91. Net gain for the month was \$6,582.64. Year-to-Date Revenue was \$267,596.44. Year-to-Date Operation Expense was \$224,279.48. Year-to-Date gain was \$43,316.96. The August County 3% revenue was \$59,624.08. Smithfield's August Revenue was \$16,507.13. Selma's August Revenue was \$5,768.34. Kenly's August Revenue was \$2,177.78. Benson's August Revenue was \$4,681.84.

D Bailey-Taylor informed the board that revenues are down \$11,000 from budget projections, however some budgeted projects have been eliminated or will be covered by grants, saving the bureau funds.

III. Staff Report

D Bailey-Taylor reported the staff continues to work from home with a rotation that has one person in the office at a time. The Annual Report for 2019-20 is now on the bureau website. Last year, printed copies were mailed out, but this year it will be digital and emailed to elected officials and tourism partners. D Bailey-Taylor noted Visitor Spending revenues for calendar year 2019 were up by 8%.

D Bailey-Taylor stated the bureau was granted a \$10,000 which will relieve some expenses in video production, Facebook and Google ads, and new photography and drone footage. VisitNC Marketing Credit program materials have been completed and sent into their agency. The website audit continues as the staff moves on from dining to hotel listings. VisitNC.com reached out for an audit of our photos confirming the bureau has photo release forms. Photos have been updated and photo release forms will be sent out to our partners.

The new Hampton Inn Smithfield opened on Monday, October 12th and they will plan a ribbon cutting in November. The board discussed the state of travel this winter, that funds remain down around 35%, and M Mancuso reviewed a meeting he attended at RDU Airport and impact on their industry.

R. Childrey asked about any updates on the Ava Gardner Museum event on October 16th. D Bailey-Taylor stated the Ava Gardner Trust has created an Ava Gardner Bourbon with Seven Jars Distillery in Charlotte. The museum is hosting a virtual event this Friday at 4pm to showcase the Bourbon and a new *Pandora* exhibit.

IV. Old Business

P Boucher noted the bureau was doing a great job with handling finances. R Heilmann also praised the bureau for a good job with marketing during the pandemic.

V. New Business

S Henley noted the next Tourism Authority meeting would fall on November 11th, Veterans Day. The board agreed to move the meeting to Tuesday, November 10th.

D Bailey-Taylor stated that R Heilman and C Lane were both invited to the November meeting as their last meeting as board members.

Meeting adjourned at 12:54 pm.

*Respectfully submitted,
Scotty Henley, Chairperson*

**Next Meeting
Johnston County Tourism Authority
Tuesday, November 10, 2020
Visitors Bureau Administrative Offices - 12 Noon**