

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 Noon, October 3, 2018  
Visitors Bureau Administrative Offices**

**Present:** P Boucher, S Henley, R Childrey, M Zapp, R Capps, E Brame, C McLamb, K Brinson, L Daniels, R Heilmann  
**Absent:** C Lane  
**Staff:** D Bailey-Taylor  
**Guest:** David J. Johnson, JCC

**I. Call to Order – S Henley, Chairperson**

S Henley called the meeting to order at 12:15 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 asked for a motion to accept the September minutes that were previously sent to the board.

*M Zapp motioned to accept the September minutes as presented. R Capps seconded. Motion passed unanimously.*

**II. Presentation by Dr. David Johnson, JCC President**

Dr. David Johnson from JCC made a presentation on the upcoming Bond Referendum and asked the Board for their votes and to help spread the word about the Bonds that will benefit the JC School System and the Community College. He noted that the Bond vote will probably be at the end of the ballot behind the NC Constitutional Amendment votes.

**III. Finances – D Bailey-Taylor**

Month-to-Date Revenue for August was \$123,162.34. Month-to-Date Operations were \$84,668.55. Net gain for the month was \$38,493.79. Year-to-Date Revenues were \$362,443.48. Year-to-Date Operations were \$305,150.05. Year-to-Date net gain was \$57,293.43. The August county revenues were \$118,003.01, with a couple of properties not reporting. Smithfield's August Revenues were \$21,444.20. Selma's August Revenues were \$10,734.10. Kenly's August Revenues were not reported, Benson's August Revenues were \$4,356.73.

**IV. Executive Committee – S Henley**

S Henley stated that Executive Committee had not met.

**V. Special Projects – E Brame**

E. Brame reported there were no Matching Marketing Grants for consideration.

**VI. Marketing Committee – R Heilmann**

S Henley stated there was no marketing committee meeting held in September.

**VII. Sports Council Committee – M Zapp**

D Bailey-Taylor noted the Sports Council meeting was cancelled due to Hurricane Florence clean-up.

**VIII. Staff Report – D Bailey-Taylor**

D Bailey-Taylor discussed the closings and rescheduling of events/festivals due to Hurricane Florence. Mule Days is now scheduled for October 25-28, and Clayton Harvest Festival for October 31-November 4. The JCVB team extended the marketing campaigns with VisitNC and assisted with News Releases and postings of rescheduled events where needed to help. Staff sales and PR projects will start back up this fall with several projects in the works: Coming up this Thursday, Friday and Saturday staff will be

shooting a new destination video with the VisitNC team. Also, on the weekend of October 19-21 there will be a family-oriented influencer fam visit.

S Lagasse will be in Georgia with a VisitNC sale mission targeted to tour operators. D Bailey-Taylor and A Brame will be in Winston-Salem at the end of the month for the NCTIA Leadership Conference for the award ceremony.

D Bailey-Taylor noted that on October 11<sup>th</sup> NCDOT will be hosting a public meeting at the Benson Hampton Inn, 5pm-7pm, on the widening of I-95. First phase will be in Cumberland County and the second phase stretching up to the I-95/I-40 interchange.

D Bailey-Taylor announced the JoCo Hospitality Association will be on a County Fam Trip from 2-5pm on Tuesday, October 23<sup>rd</sup>, and we also will be setting the Open House date for December to support the Johnston County Angel Tree.

**IX. Old Business**

None.

**X. New Business**

S Henley announced that Larry Bailey has retired from the Clayton Parks & Recreation Department and at the next Town Council meeting he will be awarded the Order of the Long Leaf Pine.

R Childrey noted he attended the Public Library of Johnston County's lunch with County Commissioners and they reported that 115,000 people visited the library in 2017-18.

R Capps let the board know that Joan Pritchett is the new Four Oaks Chamber Director as Amber England is now working full time with her family business, Tired Iron Classics.

L Daniels let the board know that Glenn Bass of Smithfield Selma High School is forming an internship program for students interested in the hospitality industry.

M Zapp reviewed the success of the Lineman Job Recruitment/Education program recently held at GALOT, where they recruited 12 students.

Meeting adjourned at 1:00 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
November 7, 2018  
Johnston County Tourism Authority Boardroom - 12 Noon**