

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, October 9, 2019
Visitors Bureau Administrative Offices**

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

I. Call to Order – S Henley, Chairperson

S Henley called the meeting to order at 12:11 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. Any individual conflicts of interest will be handled during voting on grants.

S Henley asked for a motion to accept the September minutes that were previously sent to the board. R Heilmann asked that a motion regarding a grant for “Skyfest 2019” be corrected to state that R. Childrey made the second.

E Brame motioned to accept the September minutes as presented with the correction. R Capps seconded. Motion passed unanimously with the correction so noted.

II. Finances – D Bailey-Taylor

Month-to-Date Revenue for September was \$133,383.73. Month-to-Date Operations were \$115,856.53. Net gain for the month was \$17,527.20. Year-to-Date Revenues were \$421,425.41. Year-to-Date Operations were \$318,939.71. Year-to-Date net gain was \$102,485.70. The August County 3% revenues were \$90,392.71. Smithfield’s August Revenues were \$24,935.28. Selma’s August Revenues were \$10,126.20. Kenly’s August Revenues were \$2,923.81, Benson’s August Revenues were \$5,769.84.

III. Executive Committee – S Henley

S Henley stated that Executive Committee had not met.

IV. Special Projects – E Brame

E Brame state that the committee met and was recommending two Matching Marketing Grants for the board’s approval. All requests met the approved guidelines.

R Childrey motioned to accept the grant request for the “Clayton Piano Festival” event in the amount of \$750 as presented. L Daniels seconded. Motion passed unanimously. R Capps & S Henley abstained.

R Capps motioned to accept the grant request for the “Kenly Christmas on Main” event in the amount of \$750 as presented. B Cook seconded. Motion passed unanimously.

V. Marketing Committee – R Heilmann

R Heilmann stated that the Marketing Committee did not meet during the month of September. The next meeting will be October 23rd.

VI. Sports Council Committee – Ben Cook

DBT shared that Ben Cook was the new representative to the Sports Council from the JCVB board. It was also noted that Meadow Athletic and Archer Lodge would possibly be adding new members to the committee. It was discussed that the Sports Council By-Laws may need to be adjusted to add the new Parks,

Greenway & Open-Space Coordinator as a permanent position. Adrian O'Neal is the new coordinator for Johnston County. The next meeting for the Sports Council will be November 20, 2019.

VII. Staff Report – D Bailey-Taylor

D Bailey-Taylor stated that the Smith Travel Report for August showed that county hotel occupancy was up 5.8%, ADR up 4.4%, and RevPar was up 10.5%. Mark McDonald with Adventure Development has been appointed to the board as the hotel representative. He will be replacing Lynn Daniels. S Henley noted that the board would miss both Lynn and Ernie and their contributions to the board over the years. The county attorney has reported to all the departments that changes are expected to the records retention policy as changes have been made in Raleigh. JCVB will follow and adopt the new policies when we receive them. DBT noted that both she and Sarah Lagasse were nominated for the Triangle East Athena award, along with many of our tourism partners around the county. D Bailey-Taylor handed out an invitation to the Athena Awards Dinner at Hinnant Vineyards, October 29th, inviting the board to attend. The bureau is continuing the website audit and are at the “adding content” stage and working on photography updates. Staff is moving forward with the Google DMO project and plan to share more information with our Hospitality Association partners at the next meeting on October 22nd. Hanky E. Panky Farms is the featured tourism partner in the Visitor Center this month with soaps and hand lotions for sale. Staff will be starting edits to the 2020 Visitors Guide which will go to print in December. Some of the new Smithfield Wayfinding signs are under construction and the programming trailblazers are the next signs to go up. The board was very complimentary of the signs up so far. With the individual town web domain redirection to johnstoncountync.org, DBT is working on creating a different reporting matrix on the Key Performance Indicators for the website.

VIII. Old Business

None.

IX. New Business

Ernie Brame took the opportunity to thank the board for allowing him to serve alongside them during his term stating that serving on this board is the most rewarding civic work he has ever done. His advice to the board is to continue moving forward on tourism development projects as they will have big returns for the county.

Meeting adjourned at 12:52 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
November 13, 2019
Johnston County Tourism Authority Boardroom - 12 Noon**