

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
Noon, October 9, 2024**

**Present:** B Cook, M McDonnell, WE Andrews, J Hamilton, J Jenkins,  
J Hoke, K Pickett, J Lassiter, J Pritchett  
**Absent:** M Smith, C McLamb  
**Staff:** D Bailey-Taylor, A Phillips

**I. Call to Order – B Cook, Chairman**

B Cook called the meeting to order at 12:16 pm and stated that a quorum was present. B Cook asked for any possible Conflict of Interest concerning the agenda. None were heard. B Cook asked for a motion to adopt the agenda as presented.

*J Pritchett made a motion to adopt the agenda. WE Andrews seconded. Motion passed unanimously.*

B Cook asked for a motion to accept the September minutes that were previously sent to the board.

*J Jenkins motioned to accept the September minutes as presented. M McDonnell seconded. Motion passed unanimously.*

**II. Finances – September Financial Reports – D Bailey-Taylor**

Month-to-date revenue for September was \$93,617.11. Month-to-Date Operation Expense was \$143,227.12. The net negative variance for the month was -\$49,610.01. Year-to-date revenue was \$434,554.07. Year-to-date operation Expense was \$451,624.69. The Year-to-Date net negative variance was -\$17,070.62. The August County 3% revenue was \$112,390.19, Smithfield's 2% revenue was \$35,288.32, Selma's 2% revenue was \$7,414.20, Kenly's 2% revenue was \$2,544.84, Benson's 2% revenue was \$6,023.71.

D Bailey-Taylor presented an agreement between the County of Johnston and Johnston County Tourism Authority to become the subgrantee for the \$700,000 budgeted for the Bentonville Battlefield State Historic Site new maintenance building and driving pull-offs. J Hamilton requested updates on project expenses as they are paid.

*K Pickett motioned to accept the agreement as presented. M McDonnell seconded. Motion passed unanimously.*

**III. Special Projects Committee - WE Andrews**

D Bailey-Taylor presented updates on the capital grant that was awarded to Archer Lodge. The Town asked to amend their grant to include trash receptacles for the park's walking trails.

*J Hamilton motioned to accept the amendment to the grant as presented. K Pickett seconded. Motion passed unanimously.*

**IV. Marketing Committee – M Smith**

The next meeting will be Wednesday, November 27<sup>th</sup> at 9 am.

**V. Sports Council - J Jenkins**

Due to not being able to attend the meeting, J Jenkins encouraged the board to review the attached minutes and bring back any questions they have at the next board meeting.

## **VI. Staff Report - D Bailey-Taylor**

D Bailey-Taylor announced the JCC Foundation sent an invitation for November 3<sup>rd</sup> to the Annual Donor Appreciation & Scholarship Luncheon at the Tart Great Hall. If any board members would like to attend please let Donna know. DBT shared the names of the two recipients of the Tourism scholarship for this year; Kaileah Sanders and Bianca Battle.

D Bailey-Taylor reported that A Brame hosted three media visits/fams in September: the PBS show, media from the Richmond area, and *Our State Magazine*. D Bailey-Taylor shared the top posts and promotions for the month which were: Selma Railroad Days (4,592 clicks, 268,637 impressions), Bentonville Reenactment (1,660 clicks, 126,855 impressions), Ava Gardner Festival (1,042 clicks, 77,110 impressions). Looking ahead to October, the Cycle NC riders will be in Benson on the 10th, and the Holiday Inn Express is soon to open in Benson.

## **VII. New Business**

J Hamilton mentioned that he is working with SSS Culinary & Hospitality group to possibly have interns to work at the Coffee Shop. He also noted that The Rudy now has calendar dates for 2025 and 2026. The Story Keeper Bookstore has closed their storefront and now resides as a vendor in The Southern Bostonian. J Pritchett stated that the Four Oaks Downtown Main Street Revitalization will begin the first week of November. The project should take approximately 10 months. The Chamber will also be hosting their annual Oyster Roast Fundraiser November 7<sup>th</sup>. WE Andrews shared that the TFLM is being absorbed under NC Cultural Resources. J Hoke noted that the museum is currently closed and plans to host a grand reopening in May 2025.

Gary Johnson with the Smithfield Parks & Recreation Department attended the meeting for a Capital Grant check presentation of \$28,219.50 for the pickle ball courts at Community Park. G Johnson reported to the board that players are there in the morning, all day, and at night.

## **VIII. Old Business**

None

## **IX. Adjourn**

The meeting adjourned at 12:50 pm.

*Respectfully submitted,  
James Hoke, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
Wednesday, November 13, 2024  
Visitors Bureau Administrative Offices - 12 Noon**