

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, September 11, 2019
Visitors Bureau Administrative Offices**

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

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. Any individual conflicts of interest will be handled during voting on grants.

S Henley asked for a motion to accept the August minutes that were previously sent to the board.

E Brame motioned to accept the June minutes as presented. M Mancuso seconded. Motion passed unanimously.

II. Finances – D Bailey-Taylor

Month-to-Date Revenue for August was \$115,615.39. Month-to-Date Operations were \$111,901.39. Net gain for the month was \$3,714.00. Year-to-Date Revenues were \$288,041.68. Year-to-Date Operations were \$203,083.18. Year-to-Date net gain was \$84,958.50. The July County 3% revenues were \$95,891.37. Smithfield's July Revenues were \$25,151.28. Selma's July Revenues were \$10,614.76. Kenly's July Revenues were \$3,208.61, Benson's July Revenues were \$6,273.32.

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.

M Mancuso motioned to accept the grant request for the "TFLM BBQ Cook Off" event in the amount of \$750 as presented. L Daniels seconded. Motion passed unanimously. E Brame, R Capps & R Heilmann abstained.

R Capps motioned to accept the grant request for the "Skyfest 2019" event in the amount of \$750 as presented. R Heilmann seconded. Motion passed unanimously. M Mancuso & R Heilmann abstained.

V. Marketing Committee – R Heilmann

R Heilmann shared a brief update from the August marketing meeting. The committee discussed the possible need to make our websites more ADA compliant with tools for hearing and seeing impaired visitors. AudioEye is a feature that is available with Simpleview. The bureau is currently doing an audit of the website and will review with Simpleview to see how compliant we are. The current cost for AudioEye is \$15,000 per year. It was also noted that the bureau will be updating several brochures in the next couple of months. Inventory and design are in process. The staff is doing an image assessment along with the website audit. The staff is also working on the Google project with Miles and the JoCo Works event.

VI. Sports Council Committee – Ben Cook

No meeting held in July.

VII. Staff Report – D Bailey-Taylor

D Bailey-Taylor stated that the staff is continuing with the website audit, providing better and new content with new photos. D Bailey-Taylor discussed how the Google project will enhance all tourism industry partners content with Google. D Bailey-Taylor also shared that Johnston County ranked 3rd in NC for Visitor Spending Growth in 2018 and that the bureau has received statewide press on the ranking.

VIII. Old Business

S Henley asked the board if they had taken the time to review the Strategic Plan and if they were ready to vote to accept the plan. The board discussed the amount of work involved in achieving all 21 initiatives outlined for the bureau. E Brame stated that it was a very meaty and challenging plan for the staff but he believes it will push the bureau to compete at a higher level. R Childrey asked that the board members be updated as items are completed. D Bailey-Taylor noted that many of the recommendations in the plan have been outlined in the 2019-20 Marketing Plan.

M Mancuso motioned to accept the strategic plan as presented. R Heilmann seconded. Motion passed unanimously.

IX. New Business

None.

Meeting adjourned at 12:44 PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
October 9, 2019
Johnston County Tourism Authority Boardroom - 12 Noon**