

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
Noon, September 11, 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 12:15 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.

M McDonnell made a motion to adopt the agenda. WE Andrews seconded. Motion passed unanimously.

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

J Jenkins motioned to accept the August minutes as presented. K Pickett seconded. Motion passed unanimously.

II. Finances – August Financial Reports – D Bailey-Taylor

Month-to-date revenue for August was \$178,096.63. Month-to-Date Operation Expense was \$141,136.94. The net positive variance for the month was \$36,959.69. Year-to-date revenue was \$340,936.96. Year-to-date operation Expense was \$308,397.57. The Year-to-Date net positive variance was \$32,539.39. The July County 3% revenue was \$121,355.98, Smithfield's 2% revenue was \$34,925.23, Selma's 2% revenue was \$7,468.72, Kenly's 2% revenue was \$2,955.46, Benson's 2% revenue was \$6,563.69.

III. Special Projects Committee - WE Andrews

The Special Projects Committee received Matching Marketing Grant applications for Smithfield's Touch-A-Truck and Festival of Trees.

WE Andrews motioned to fund both of the \$1,000 Matching Marketing Grant applications. K Pickett seconded. Motion passed unanimously.

IV. Marketing Committee – M Smith

The Marketing Committee did not meet the month of August. The next meeting will be Wednesday, September 25th at 9 am.

V. Sports Council - J Jenkins

The next Sports Council meeting will be Wednesday, September 18th at noon.

VI. Staff Report - D Bailey-Taylor

D Bailey-Taylor announced that at the NC Restaurant and Lodging Association Chef Showdown, our tourism partners, Revival 1869 and Broadslab Distillery, swept the categories of Mixologist of the Year, Mocktail of the Year, and Distillery of the Year. D Bailey-Taylor also shared that Kristin Radford attended the NC Motor Coach in Williamsburg, VA and she was selected as the Rookie of the Year. J McGowen has been diligent about getting partner photos on the website, now down from over 100 to only 3 partners. The bureau has a new “discover and explore” our towns carousels on Facebook and they are all doing well. The BWST pass continues to do well and our partners are giving good feedback on how easy it is for their staff to promote it to guests. Those completing the pass are more local but we hope to begin to see that expanding (Top cities: Clayton, Garner, Smithfield, Goldsboro, Angier). Data from our Google Ads campaigns are showing our Events page and Home page getting top click throughs. The new landing page for the 160th Bentonville Reenactment is live and activity is high, with ticket sales at 1,000 for the first week.

D Bailey-Taylor handed out to the board the \$819,041 Visitor Day Spending business cards to hand out in the community to continue to share the importance of tourism to the county’s economy.

J Hamilton shared that The Rudy will perform 37 shows for the Christmas Jubilee this November and December.

VII. New Business

J Hamilton mentioned the Triangle East Chamber State of the Union and Leadership Johnston Classes. He also noted that he had been interviewed by *Our State* for possible mentions in the magazine. D Bailey-Taylor noted this was a PR pitch from A Brame for *Our State’s* Love feature in 2025, on Activate Selma. J Pritchett reminded the board of the upcoming Acorn Festival and Car Show. D Bailey-Taylor received word that two students were selected to receive JCC Tourism Scholarships. WE Andrews suggested that the scholarship recipients be invited to lunch to meet the Tourism Authority. K Pickett shared info about the upcoming Cycle NC and Mule Days events in Benson.

VIII. Old Business

None

IX. Adjourn

The meeting adjourned at 12:47 pm.

Respectfully submitted,
James Hoke, Secretary/Treasurer

Next Meeting
Johnston County Tourism Authority
Wednesday, October 9, 2024
Visitors Bureau Administrative Offices - 12 Noon