

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
12 pm, September 13, 2023**

**Present:** R Childrey, WE Andrews, M Smith, J Hoke, P Boucher, C Roby  
**Zoom:** B Cook, M McDonnell  
**Absent:** J Pritchett, C McLamb, J Jennings  
**Staff:** D Bailey-Taylor, A Phillips  
**Guest:** Wendy Ella May, The Johnston County Tattler

**I Call to Order – R Childrey, Chairperson**

R Childrey called the meeting to order at 12:16 pm and stated that a quorum was present. R Childrey asked for any possible Conflict of Interest concerning the agenda. None were heard.

R Childrey asked for a motion to adopt the agenda that was previously sent to the board.

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

R Childrey asked for a motion to accept the August minutes that were previously sent to the board.

*M Smith motioned to accept the August minutes as presented to the board. WE Andrews seconded. Motion passed unanimously.*

R Childrey welcomed Wendy Ella May as a guest to the board meeting.

**II. Executive Committee**

M McDonnell gave a brief report concerning the August 25<sup>th</sup> meeting with the Town of Selma and stated the JCVB staff is working to resolve issues on creative, marketing strategy, communications, and approvals for projects with the town.

**III. Finances – August Financial – D Bailey-Taylor**

Month-to-Date Revenue for August was \$180,589.88. Month-to-Date Operation Expense was \$108,408.69. The net positive variance for the month was \$72,181.19. Year-to-Date Revenue was \$369,707.38. Year-to-Date Operation Expense was \$239,697.02. The Year-to-Date net positive variance was \$130,010.36. The August County 3% revenue was \$120,080.28. Smithfield's 2% Revenue was \$34,992.25. Selma's 2% Revenue was not reported. Kenly's 2% Revenue was \$2,653.60. Benson's 2% Revenue was \$6,494.21.

**IV. Marketing Committee - No meeting was held in August**

**V. Sports Council – Next meeting is September 20**

**VI. Special Projects Committee – WE Andrews**

W.E. Andrews stated that the Special Projects Committee had received one matching marketing grant request for the 2023 Kenly Christmas on Main for (\$500).

*WE Andrews motioned to recommend to the full board to fund the matching marketing grant for 2023 Kenly Christmas on Main (\$500). M Smith seconded. Motion approved.*

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

D Bailey-Taylor shared that the JoCo Grows Specialty Crop Block grant is currently running campaigns for picking Muscadine Grapes, next will be Sweet Potatoes, and then Fall Family Fun for agritourism on our farms this fall. Nicole Youngblood and the Cooperative Extension staff will be at all the major festivals in the county using the bureau's sponsored booth to promote the JoCo Grows Agriculture initiative.

E Dean is completing the *You Are Here Smithfield Map* project with the new map graphics. The bureau will also be working on a map for the Town of Benson. Paul A. Johnston Auditorium posts and blogs are doing very well on social media, as well as the Ava Gardner Festival, Mule Days, and Muscadine carousels.

The Global Kukkiwon Cup Championships and the opening ceremony on September 30 will bring several elected officials to Smithfield including the Governor. Around 3,000 people including special guests, athletes, and spectators will visit Smithfield over the weekend's competition being held at SSS High School and Smithfield Recreation & Aquatic Center.

Six Selma Railroad Days digital boards are running on both US 70 in Wilson's Mills and Princeton, and have gone through the approval process with the Tourism Committee and the town's leadership. D Bailey-Taylor explained the JCVB staff created a Marketing Materials Approval form that must be signed by the town before projects will proceed, and that all forms are reviewed by the tourism committee, town leadership, and town council via email.

## **VIII. New Business**

Discussion was had concerning the Town of Selma canceling in the Hotel Coupon Program for Selma hotels. It is a program that is a coop between hotels and towns using 2% room tax funds to pay a 50% match for ads. D Bailey-Taylor indicated the program directly puts visitors in area hotels who then spend money in shops, dining out, and on transportation needs, and has been very successful for hotel partners for many years.

***WE Andrews motioned that if Selma does not choose to continue the program the bureau would cover the match through October 2023. P Boucher seconded. Motion approved.***

WE Andrews asked that the staff schedule marketing and special project committee meetings to discuss the Bureau's program of work and budget for the Selma 2% room tax.

## **IX. Old Business**

None

## **X. Adjourn**

Meeting adjourned at 1:19 pm.

***Respectfully submitted,  
Rick Childrey, Chairperson***

**Next Meeting  
Johnston County Tourism Authority  
Wednesday, October 11, 2023  
Visitors Bureau Administrative Offices - 12 Noon**