

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 pm, September 14, 2022**

Present: R Childrey, R Capps, J Jennings, P Boucher, M Smith, M McDonnell, WE Andrews, C McLamb, C Roby
Absent: B Cook, M Worthington
Staff: D Bailey-Taylor, A Phillips

I. Call to Order – R Childrey, Chairperson

R Childrey called the meeting to order at 12:14 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 accept the August minutes that were previously sent to the board.

R Capps motioned to accept the August minutes as presented to the board. WE Andrews seconded. Motion passed unanimously.

II. Finances – August Financial – D Bailey-Taylor

Month-to-Date Revenue for August was \$164,232.96. Month-to-Date Operation Expense was \$96,523.03. Net gain for the month was \$67,709.93. Year-to-Date Revenue was \$313,398.42. Year-to-Date Operation Expense was \$180,546.18. Year-to-Date gain was \$132,852.24. The July County 3% revenue was \$105,191.80. Smithfield's 2% Revenue was \$28,060.09. Selma's 2% Revenue was \$8,547.46. Kenly's 2% Revenue was \$1,781.36. Benson's 2% Revenue was \$5,888.59.

III. Marketing Committee - P Boucher

No meeting was held in August. The next scheduled meeting is September 28, 2022.

IV. Sports Council - B Cook

No meeting was held in August. The next scheduled meeting is September 21, 2022.

V. Special Projects Committee - R Capps

R Capps stated that the committee met just prior to the board meeting to discuss Matching Marketing Grants. The bureau has received two grant applications; Clayton Piano Festival and Touch-a-Truck. The Special Projects Committee recommended that the board accept both grants as presented for funding.

P Boucher motioned to recommend funding the matching marketing grants for Clayton Piano Festival (\$500) and Touch-a-Truck (\$500) as presented. M Smith seconded. Motion approved.

VI. Staff Report - D Bailey-Taylor

D Bailey-Taylor shared that the staff has had several meetings concerning the guidelines on adding back in sections to the next visitors guide with listing criteria and plans to have a new concept available at the upcoming Marketing meeting on Sept. 28th.

M McDonnell thanked everyone that came out to the Food Hall opening events. The bureau is continuing to work with their media team and hosting media at the Hall. The editor of Our State Magazine and PBS NC Weekend Now show were at the hall with A Brame yesterday.

The bureau is fully engaged right now with the Ava Gardner Festival and working with WRAL as a media partner, as well as, promoting the concert which is going well. The Clayton Center is seeing ticket sales from Texas, Iowa, Florida, Virginia, Georgia, Washington DC, Canada, and more out-of-state areas. The bureau is also promoting upcoming fall festivals: Mule Days, Railroad Days, and Clayton Harvest Festival on social media and Google.

A Brame is attending travel leisure shows with the VisitNC team and has two media influencer fams coming up in late September. The staff will be at Hinnant Vineyards this weekend in partnership with Johnston County Extension to hand out swag bags to the first 100 guests to their 50th Anniversary Event. Also, the fall campaign for JoCo Grows is shaping up and the 2023 Farmer's Almanac has arrived. The extension agency is in the process of hiring a new extension agent that will work with the Visitors Bureau directly on JoCo Grows.

The 2022-23 Marketing Plan has been completed and placed on the website. D Bailey-Taylor stated she is currently working on the FY 2021 Annual Report and presented a chart on regional visitor spending. She reported that Johnston County ranks third in the Triangle and along the I-95 corridor in spending.

The JoCo Works event at JCC is coming up October 13-14 and the Hospitality World theme is "Tourism Takes you Places". The bureau is working on hands-on activities to engage 8th graders to interest them in a career in tourism.

VII. New Business

None.

VIII. Old Business

D Bailey-Taylor presented a draft of the Resolution of Support for the Bentonville Battlefield visitor center/museum. She will present the resolution for input to the Friends Board at the next board meeting, Sunday, September 25th.

WE Andrews motioned to accept the Resolution of Support for the Bentonville Battlefield visitor center/museum as presented. J Jennings seconded. Motion approved.

IX. Adjourn

Meeting adjourned at 1:03 pm.

Respectfully submitted,

Rick Childrey, Chairperson

**Next Meeting
Johnston County Tourism Authority
Wednesday, October 12, 2022
Visitors Bureau Administrative Offices - 12 Noon**