

**JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, September 8, 2021**

Present: M McDonnell, R Childrey, P Boucher, WE Andrews, R Capps, J Jennings, B Cook, S Henley, M Worthington, C Roby

Absent: C McLamb

Staff: D Bailey-Taylor, A Phillips

I. Call to Order – S Henley, Chairperson

R Childrey called the meeting to order at 12:16pm 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. None were heard.

S Henley took the opportunity to introduce a new board member, Colleen Roby. Roby is replacing M Mancuso as the Triangle East Chamber representative.

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

***R Capps motioned to accept the August minutes that were previously sent to the board.
J Jennings seconded. Motion passed unanimously.***

II. Finances – August Financial – D Bailey-Taylor

Month-to-Date Revenue for August was \$155,815.51. Month-to-Date Operation Expense was \$91,723.48. Net gain for the month was \$64,092.03. Year-to-Date Revenue was \$296,528.42. Year-to-Date Operation Expense was \$156,210.95. Year-to-Date gain was \$140,317.47. The July County 3% revenue was \$113,888.13. Smithfield's 2% Revenue was \$37,282.63. Selma's 2% Revenue was \$8,770.40. Kenly's 2% Revenue was \$3,632.70. Benson's 2% Revenue was \$7,559.42.

III. Special Projects - Randy Capps

D Bailey-Taylor reported an update from the Town of Princeton on the community building project. The Town Board has decided to pursue obtaining additional property around the existing property in order to build a new facility rather than remodel the existing one. Discussion was held regarding the current status of the capital grant that was awarded in August 2019. The new construction would be considered a new project and the Town of Princeton may apply for this new project when the Capital Grant Program reopens. Currently the bureau is not accepting Capital Grants applications in the 2021-22 budget.

D Bailey-Taylor also reviewed tourism related projects under development with Benson, Smithfield, Selma, and Kenly which will use 2% reserves funds to complete in FY 21-22.

IV. Marketing Committee - P Boucher

P Boucher shared a brief summary from the August 25th marketing meeting. The bureau is currently working on new print ad campaign designs. Typically the bureau uses one of three sizes: 1/6, 1/3 or 1/2 pages in travel magazines such as *AAA Go*, *Our State Magazine*, and *Southern Living*. Due to changes in Google ad policies as ad copy relates to selling tickets, brand names,

and certain words like tobacco and alcohol, the staff will be rewriting the copy. For now campaigns that may be disallowed, are paused. Staff is currently testing Wazes for the Smithfield market, and will be working with tourism partners on how to set up their accounts, similar to the work done with Google Business listings. Waze is a Google owned platform, and will promote business stops via Google Maps to travelers on the interstate. D Bailey-Taylor is working on the annual report and is currently waiting for the VisitNC report on the 2020 Visitor Spending numbers.

V. Staff Report - D Bailey-Taylor

D Bailey-Taylor reported to the board that the staff continues to work on the website audit which is an ongoing project. Staff is currently working on the “needs photo” list of new businesses and those with stock photos or those images not owned. Currently there are approximately 292 listings that need new photos. Staff is also conducting an image asset audit in the CMS to archive old photos and add new. As investment continues in the website, staff will consult with Simpleview concerning additional services offered, such as AI options, new User Generated Content vendor Crowdriff, and the Destination Management System which is an upgrade from the current CRM. The bureau hosted an influencer in August who was traveling NC, and DBT noted it is a good sign that writers are getting back out to destinations. The bureau partnered with Jeff Hamilton, Live @ the Rudy who attended the NC Motor Coach Association meeting. The bureau provided a Group Tour Profile sheet and swag items for the attendees. The bureau is also partnering with The Rudy to send out “Get to Know JoCo” postcards to new home owners from an ad placed in the Wake/Johnston Relocation Magazine. One of the new partnerships with VisitNC is the Outdoor NC campaign. There is a new main navigation page on the JCVB website, under Recreation named Get Outdoors, and new itineraries will be on the VisitNC site promoting our recreation venues. A Phillips is conducting an IT and equipment audit and developing a 2-3 year plan on equipment needs, which will be presented to the board during budget season in early 2022. DBT will be attending the Williamson Preserve ribbon cutting on September 17th which connects Wake and Johnston trails. Cycle NC will be in the county overnight, October 7th with around 700-1000 people camping at Smithfield Community Park/SRAC and using approximately 200 rooms.

VI. New Business

None was heard.

VII. Old Business

D Bailey-Taylor presented Colleen Roby with a JCVB board book for background information on the Tourism Authority.

VIII. Adjourn

Meeting adjourned at 12:57 pm.

Respectfully submitted,

Melody Worthington, Secretary/Treasurer

**Next Meeting
Johnston County Tourism Authority
Wednesday, October 13, 2021
Visitors Bureau Administrative Offices - 12 Noon**