

**JOHNSTON COUNTY TOURISM AUTHORITY  
BOARD MEETING MINUTES  
1:30 PM, December 6, 2017  
Visitors Bureau Administrative Offices**

**Present:** L Daniels, M Zapp, R Capps, R Heilmann, E Brame, K Brinson, S Henley, R Childrey  
C McLamb  
**Staff:** D Bailey-Taylor, A Phillips  
**Guest:** Karen Henthorn

**I. Call to Order – K Brinson, Chairperson**

K Brinson called the meeting to order at 1:38 pm and stated that a quorum was present. With no corrections the agenda was adopted. K Brinson also asked for any possible Conflict of Interest concerning the agenda. S Henley stated that he would abstain from voting on the special event grant for Clayton Youth Theatre.

K Brinson asked for a motion to accept the November minutes that were previously sent to the board.

*E Brame motioned to accept the November minutes as presented. S Henley seconded. Motion passed unanimously.*

**II. Finances – November Financials - D Bailey-Taylor**

Month-to-Date Revenue for November was \$104,328.28. Month-to-Date Operations were \$74,917.94. Net income for the month was \$29,410.34. Year-to-Date Revenues were \$533,664.22. Year-to-Date Operations were \$519,781.69. Year-to-Date net gain was \$13,882.53. The October county revenues were \$69,450.21. Smithfield's October Revenues were \$20,532.61. Selma's October Revenues were \$9,647.88. Kenly's October Revenues were \$1,947.63. Benson's October Revenues were \$606.20.

D Bailey-Taylor stated that the staff will prepare a mid-year budget to actual expenditures review in January. E. Brame asked about the Capital Grant distributions and DB Taylor noted that YTD \$84,881.56 has been expended and in December the bureau will pay out \$50,000 to the Wilson's Mills Parks project.

**III. Executive Committee – K Brinson**

The Executive Committee did not meet during the month of October. K Brinson stated that two new board members join the board at the January meeting, Cheryl Lane and Paul Boucher. D Bailey-Taylor took the opportunity to thank Karen Henthorn for her years of service to the board.

**IV. Special Projects – E Brame**

E Brame stated that the Special Projects Committee had not met, but two Matching Marketing Grant had been received by the bureau and needed to be addressed.

*R Childrey motioned to accept the grant request for the 2018 Clayton Youth Theatre – “Anne of Green Gables” event in the amount of \$500 as presented. R Capps seconded. Motion passed unanimously. S Henley abstained.*

*R Childrey motioned to accept the grant request for the 2018 Johnston County Art & Food Festival event in the amount of \$500 as presented. R Capps seconded. Motion passed unanimously.*

**V. Marketing Committee – DB Taylor**

The Marketing Committee did not meet in November.

**VI. Sports Council Committee – M Zapp**

Sports Council did not meet in November.

## **VII. Staff Report - DB Taylor**

D Bailey-Taylor presented the staff report to the board and asked for any questions. The book signing with Vincent Prices' daughter, Victoria was well attended and one of several new events the Ava Gardner Museum is hosting. The staff has been planning for the open house and were very pleased with the response, with all 32 Angel Tree children receiving gifts. The office updates are mostly complete with some renovations to the bathrooms and final graphics in the visitor center needed. D Bailey-Taylor reported she has spoken to Chris Cavanaugh about the data research project that will start in January. D Bailey-Taylor also mentioned the top hits from the website from JCVB BLOG and event posts: Christmas on Main (574), Christmas in Johnston County (571), American Music Jubilee (472). In addition, she noted the Carolina Premium Outlets received the top click throughs on the website. The After-Thanksgiving shopping promotions with WRAL and VisitNC generated 1309 clicks to CPO and 726 clicks to the hotel packages page. K Brinson noted that the sign has been installed on the front of the building and board members agreed it looks great.

## **VIII. Old Business**

## **IX. New Business**

M Zapp commented that the Benson Dog Park will have a soft opening soon and he thanked the bureau for all the help provided through the Capital Grants program.

Meeting adjourned at 2 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
January 3, 2018  
Visitors Bureau Administrative Offices  
12 Noon**