

JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
12 Noon, June 7, 2017
Visitors Bureau Administrative Offices

Present: L Daniels, M Zapp, R Andrews, R Capps, E Brame, K Brinson, K Henthorn, C McLamb, R Heilmann, S Henley

Absent: R Childrey

Staff: D Bailey-Taylor, A Phillips

I. Call to Order – K Brinson, Chairperson

K Brinson called the meeting to order at 12:16 p.m. 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. Several board members expressed the possible conflict of interest with Special Events Grants.

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

K Heilmann motioned to accept the May minutes as presented. K Henthorn seconded. Motion passed unanimously.

II. Finances – May Financials - D Bailey-Taylor

Month-to-Date Revenue for May was \$144,115.11. Month-to-Date Operations were \$95,129.20. Net Gain for the month was \$48,985.91. Year-to-Date Revenues were \$1,150,189.07. Year-to-Date Operations were \$939,451.20. Year-to-Date net income was \$210,737.87. The April county revenues were \$76,919.63. Smithfield's April Revenues were \$23,722.61. Selma's April Revenues were \$20,118.18. Kenly's April Revenues were \$2,831.39. Benson's April Revenues were \$1,001.06. Selma is now current with their revenues. DB Taylor stated that we were in the last month of the fiscal year and would be closing out as much as possible.

III. Executive Committee – K Brinson

The Executive Committee did not meet during the month of May. DB Taylor gave a brief update on the new office space. The bureau is on a month to month rental with the current office space and hopes to move within the next three to four weeks.

IV. Special Projects – E Brame

E Brame stated that the Special Projects Committee did not meet, but the bureau has received several Special Event Grants that needed to be approved. The grants were voted on one at a time to allow for those who had a conflict of interest to abstain from the vote.

M Zapp motioned to accept the grant request for the Selma July 4th event as presented. E Brame seconded. Motion passed unanimously, with R Capps and R Heilmann abstaining.

M Zapp motioned to accept the grant request for the Kenly July 4th event as presented. E Brame seconded. Motion passed unanimously, with E Brame abstaining.

M Zapp motioned to accept the grant request for the Cotton Town 7's Rugby Festival event as presented. E Brame seconded. Motion passed unanimously, with R Capps abstaining.

M Zapp motioned to accept the grant request for the Clayton Harvest Festival as presented. E Brame seconded. Motion passed unanimously, with R Heilmann abstaining.

M Zapp motioned to accept the grant request for the Selma Railroad Days event as presented. E Brame seconded. Motion passed unanimously, with R Capps and R Heilmann abstaining.

M Zapp motioned to accept the grant request for the 3 Little Pigs event as presented. E Brame seconded. Motion passed unanimously, with K Henthorn abstaining.

The board discussed the revised guidelines for the Special Events Grants and Capital Grants that had been previously discussed and sent to the board for their review.

L Daniels motioned to accept Special Events Grants Guidelines as presented. K Henthorn seconded. Motion passed unanimously.

R Capps motioned to accept the Capital Grants Guidelines as presented with a footnote added “over a 5 year period” after the \$50,000 per organization under Bricks and Mortar Grants. R Andrews seconded. Motion passed unanimously.

DB Taylor stated that she had reached out to all those who have been awarded Capital Grants in the 2016-17 fiscal year and is waiting to see where they are with completion of their projects for distribution or encumbering funds.

V. Marketing Committee – DB Taylor

No meeting. DB Taylor shared an update about the new website content and launch date. She clicked through the text site for the board to see the layout and how it flows. The new site is scheduled to launch on June 15. Taylor also stated that the new You Are Here map is ready to go to the printer.

VI. Sports Council Committee – M Zapp

DB Taylor reported that the sports council met. It was noted that the 5K Runs postcards were well received and are being reprinted. Larry Bailey called to let the bureau know the brochure worked for the Clayton Road Race, with a visitor who picked up the rack card at the I-95 Welcome Center and decided to stay overnight and run the race in Clayton. Geocaching is up and running and the bureau has already given out 6 geocoins for those who have completed the trail, and the form captures what amounts visitors are spending in the community. Smith Raynor met with the County Commissioners and updated them on the progress for the Mountain to the Sea Trail. The bureau will also invited her to the next Sports Council meeting so the council can meet her and discuss the project.

VII. Staff Report - DB Taylor

D Bailey-Taylor stated that the bureau had been busy working on the updates for the new website that will launch on June 15. The bureau worked with the opening of Dixie Oil/Shell Station to help provide information and visuals about tourism in Johnston County. Racing for Recruitment was a success as well as the Kenly Truck Stop judging event was fun. Jamaal Porter is out in the community helping with photography for the new website. A Brame and owners of Revival 1869 were very excited to land an article about the new drinker in the Toronto Sun, a result of the VisitNC media trip in April. National Tourism Week was well attended and S Campbell has completed the Southeast Tourism Society Marketing College, and will graduate next March. The 301 Endless Yard Sale will take place June 16-17. R Capps thanked the bureau for assistance with summer activities guide listings for *Johnston Now*.

VIII. Old Business

M Zapp reminded everyone of the Benson State Sing the weekend of June 23-25.

IX. New Business

DB Taylor asked the board to review a request from Friends of Bentonville Battlefield committee for membership.

M Zapp motioned to fund a lifetime membership to the Friends of Bentonville Battlefield at a cost of \$1,865.00 as presented. E Brame seconded. Motion passed unanimously.

Meeting adjourned at 1PM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
August 2, 2017
Visitors Bureau Administrative Offices
12 Noon**