

**JOHNSTON COUNTY TOURISM AUTHORITY**  
**BOARD MEETING MINUTES**  
**12 Noon, March 7, 2018**  
**Visitors Bureau Administrative Offices**

**Present:** R Capps, R Heilmann, E Brame, M Zapp, S Henley, R Childrey, C McLamb, C Lane, P Boucher  
**Absent:** K Brinson, L Daniels  
**Staff:** D Bailey-Taylor, A Phillips, A Brame  
**Guests:** Jeremy Norris, Broadslab Distillery

**I. Call to Order – S Henley, Chairperson**

S Henley called the meeting to order at 12:21 pm 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. R Heilmann and R Capps noted possible conflicts with the marketing grants.

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

*E Brame motioned to accept the February minutes as presented. R Capps seconded. Motion passed unanimously.*

S Henley welcomed A Brame to the meeting. Brame shared the new ad campaign from VisitNC for the state of NC. The theme is *Firsts that Last*, meaning that no matter what kind of trip you plan to take, NC is full of firsts that last a lifetime. “Tasting Moonshine” video features Broadslab Distillery and Jeremy Norris. This is part of the national TV campaign will air mostly on the east coast, there will also be ads on Hulu, in movie theaters, street signage and bus wraps in Atlanta, and web and magazine print ads.

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

Month-to-Date Revenue for February was \$93,705.83. Month-to-Date Operations were \$75,673.82. Net income for the month was \$18,032.01. Year-to-Date Revenues were \$809,464.82. Year-to-Date Operations were \$870,579.71. Year-to-Date net loss was (\$61,114.89). The January county revenues were \$55,574.62. Smithfield’s January Revenues were \$17,116.67. Selma’s January Revenues were \$7,575.60. Kenly’s January Revenues were \$1,895.36. Benson’s January Revenues were \$513.63.

**III. Executive Committee – S Henley**

No report.

**IV. Special Projects – E Brame**

E Brame stated that the Special Projects Committee had not met, but the bureau received one Matching Marketing Grant that needed to be addressed. D Bailey-Taylor mentioned the committee will meet next week to review the 2018-19 budget.

*P Boucher motioned to accept the grant request for the “Car, Truck and Motorcycle Show and Swap Meet” event in the amount of \$500 as presented. R Childrey seconded. Motion passed unanimously. R Capps and R Heilmann abstained.*

**V. Marketing Committee – DB Taylor**

The committee reviewed JoCo Hospitality Assoc. benefit changes. In addition to the annual membership, enhanced memberships will also be offered to include website advertising. The 301 Endless Yard Sale committee will offer sponsorships on the website. This will allow the five Visitors Bureaus along the corridor to have businesses sponsor ads for their page on the website. Revenue from sponsorships will go into the reimbursement line item and will be divided equally among the CVB’s expenses. It was also noted

that American Music Jubilee had contacted the bureau about possible options to advertise on their reality TV show and other options. The committee asked for more data on market area/reach, email open rates, etc.

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

Sports Council will meet later this month.

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

The Clayton Golf Tournament will be April 13<sup>th</sup> – JCVB has a team with our sponsorship if anyone would like to put together a team. C Lane agreed to get a team together. JCVB has 8 tickets to the Johnston County Arts Council Art & Food Festival. D Bailey-Taylor asked for any board members interested in attending the event on March 15<sup>th</sup> to contact her. D Bailey-Taylor noted the next Hospitality Association meeting will be April 24<sup>th</sup> and A Brame is seeking to have a guest speaker from the N&O concerning news and event coverage for Johnston County. Also, at this meeting A Phillips is planning the first Visitor Center event with Smith's Nursery and Strawberry Farm. D Bailey-Taylor announced interviews are underway for the part-time position for the Visitor Center and that someone would be in place by April 1<sup>st</sup>. VisitNC.com is changing the criteria for placement on their website, especially as it pertains to restaurants. All chain restaurants will be removed. Work is underway to add up to 10 photos per attraction, which all have to be resized and each attraction will have new copy.

D Bailey-Taylor presented to the board mock-ups of the new Benson Dog Park billboards and noted that response has been very positive from the town and visitors that are discovering the new park. M Zapp noted that additional improvements will be made in the next 12 months to the parking lot and play equipment.

D Bailey-Taylor reported there is an issue with the old Curtis Williams billboard in Benson as it pertains to the FREE side the bureau has used since 1995. The new owners Coastal Billboard have obtained a permit for the board and wants to rent it to us. M Zapp suggested that the issue be turned over to NCDOT as the billboard will be affected by the I-95 widening project. D Bailey-Taylor to provide M Zapp with background information.

#### **VIII. Old Business**

None.

#### **IX. New Business**

S Henley shared that Clayton would be hosting the NC Main Street Conference March 13-15.

Meeting adjourned at 12:59 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
April 4, 2018  
Visitors Bureau Administrative Offices  
12 Noon**