

JOHNSTON COUNTY TOURISM AUTHORITY
BOARD MEETING MINUTES
9 AM, September 20, 2017
Visitors Bureau Administrative Offices

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

I. Call to Order – L Daniels, Chairperson

L Daniels called the meeting to order at 9:03 a.m. and stated that a quorum was present. With no corrections, the agenda was adopted. L Daniels also asked for any possible Conflict of Interest concerning the agenda. Several board members expressed the possible conflict of interest with grants.

L Daniels asked for a motion to accept the August minutes that were previously sent to the board.

M Zapp motioned to accept the August minutes as presented. R Capps seconded. Motion passed unanimously.

II. Finances – August Financials - D Bailey-Taylor

Month-to-Date Revenue for August was \$130,489.12. Month-to-Date Operations were \$159,267.40. Net Loss for the month was (\$28,778.28). Year-to-Date Revenues were \$234,778.22. Year-to-Date Operations were \$223,539.48. Year-to-Date net income was \$11,238.74. The July county revenues were \$71,019.07. Smithfield's July Revenues were \$22,557.42. Selma's July Revenues were \$9,784.20. Kenly's July Revenues were \$2,639.67. Benson's July Revenues were \$1,011.07.

III. Executive Committee – L Daniels

The Executive Committee did not meet during the month of August.

IV. Special Projects – E Brame

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

M Zapp motioned to accept the grant request for the Johnston Health Foundation – Portofino Derby Classic event in the amount of \$500 as presented. K Henthorn seconded. Motion passed unanimously, with R Capps and L Daniels abstaining.

M Zapp motioned to accept the grant request for the Harbor, Inc. – Downtown Smithfield Wine Walk in the amount of \$500 as presented. R Andrews seconded. Motion passed unanimously, with R Capps abstaining.

L Daniels motioned to accept the grant request for the Ava Gardner Museum – 3 Special Programs events in the amount of \$500 as presented. R Capps seconded. Motion passed unanimously.

L Daniels motioned to accept the grant request for the Neuse Little Theatre – 1940s Radio Christmas Carol as presented. K Henthorn seconded. Motion passed unanimously.

M Zapp motioned to accept the grant request for the Kenly Christmas on Main event in the amount of \$500 as presented. R Andrews seconded. Motion passed unanimously, with E Brame abstaining.

The bureau also received a Capital Grant request from Smithfield Parks & Recreation that was postmarked within the guidelines time frame. Due to the new office move and different mailing addresses the package

was not received on time. The request was for matching funds to help with the repair and resurfacing the tennis courts at the Smithfield Community Park.

R Andrews motioned to accept the grant request for the Smithfield Parks & Recreation in the amount of \$12,500 as presented. R Capps seconded. Motion passed unanimously, with R Heilmann abstaining.

V. Marketing Committee – DB Taylor

No meeting.

VI. Sports Council Committee – M Zapp

Sports Council is meeting later today.

VII. Staff Report - DB Taylor

DB Taylor presented the staff report to the board and stated that the bureau had been busy not only with normal activities but also with the new office move. DBT shared a Simpleview Statistics report showing various traffic information from our new website based on age, referrals, device, and social referrals. It was noted that brochure downloads from the website is a new feature staff can track with Simpleview. It was mentioned the Governor is recommending possible removal of Civil War monuments from public property in Raleigh and moving them to Bentonville.

VIII. Old Business

None

IX. New Business

DB Taylor presented exterior sign options to the board for the new office.

Option 1 – Channel letters \$4,500

Option 2 – Press Vinyl panel \$2,000

The board discussed both options; cost and visibility.

E Brame motioned to accept the press vinyl panel at a cost of \$2,000 and to be installed by Eric Neal with Speedy Sign & Awning. K Henthorn seconded. Motion passed unanimously.

Meeting adjourned at 10:05 AM.

*Respectfully submitted,
Lynn Daniels, Secretary/Treasurer*

**Next Meeting
Johnston County Tourism Authority
October 4, 2017
Visitors Bureau Administrative Offices
12 Noon**