

**JOHNSTON COUNTY TOURISM AUTHORITY**  
**BOARD MEETING MINUTES**  
**12 Noon, April 4, 2018**  
**Visitors Bureau Administrative Offices**

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

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

S Henley called the meeting to order at 12:15 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. M Zapp, R Heilmann and R Capps noted possible conflicts with the marketing grants.

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

*R Heilmann motioned to accept the March minutes as presented. R Capps seconded. Motion passed unanimously.*

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

Month-to-Date Revenue for March was \$85,669.68. Month-to-Date Operations were \$127,710.08. Net loss for the month was (\$42,040.40). Year-to-Date Revenues were \$895,134.50. Year-to-Date Operations were \$998,289.79. Year-to-Date net loss was (\$103,155.29). The February county revenues were \$58,482.45. Smithfield's February Revenues were \$17,426.51. Selma's February Revenues were \$7,934.34. Kenly's February Revenues were \$1,876.07. Benson's February Revenues were \$731.55. DBT noted that operation expenses were elevated due to printing of visitors guide, annual website fees, and Capital grant payouts.

**III. Executive Committee – S Henley**

The board was presented a proposed copy of the 2018-19 budget. Discussion was held about the overall budget. The board will have time to review and ask questions before approving the budget at the next board meeting in May. L Daniels asked for clarification on bank fees and taxes paid on items sold in the Visitors Center. D Bailey-Taylor to check with the county finance office. M Zapp asked of C McLamb to estimate with D Bailey-Taylor the projected Fund Balance for 2018 and to provide county policy on reserves that the Authority could review and officially adopt.

**IV. Special Projects – E Brame**

E Brame stated that the Special Projects Committee had met and reviewed the guidelines and the proposed 2018-19 budget. The committee discussed the encumbered funds for 2017-18 of approximately \$103,000 in grants which are reflected in the \$175,000 budget request. That would leave around \$72,000 for new grant applicants.

E Brame stated that the committee was recommending two matching marketing grants for the board's approval.

*L Daniels motioned to accept the grant request for the “Mondo Roots Cultural Arts & Music Festival” event in the amount of \$500 as presented. K Brinson seconded. Motion passed unanimously. R Capps and R Heilmann abstained.*

*K Brinson motioned to accept the grant request for the “97<sup>th</sup> Annual State Singing Convention” event in the amount of \$500 as presented. R Childrey seconded. Motion passed unanimously. M Zapp, R Capps and R Heilmann abstained.*

## **V. Marketing Committee – R Heilmann**

R Heilmann stated that the Marketing Committee met last week to discuss the proposed marketing budget for 2018-19 which was presented with PowerPoint and open discussion with the committee. It was noted that the staff had reviewed tradeshow and media missions. Marketing budget will increase with two additional billboards as D Bailey-Taylor is reviewing current billboards some of which have tree problems. D Bailey-Taylor proposed a new billboard in Cumberland County which don't become available often and a board on US 70 to use for announcing major festival dates. The staff plans to step up the marketing presence with VisitNC as Broadslab will be featured in their national campaign. The staff is also looking into having VisitNC produce a video for our destination.

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

M Zapp stated that the Sports Council met and he noted that there are two at-large seats open and staff is reaching out to recruit applicants. Zapp also mentioned that the Cleveland area was exploring the possibilities of forming a Cleveland Parks & Recreation Authority.

## **VII. Staff Report – D Bailey-Taylor**

D Bailey-Taylor noted for the board that interviews were held in March for the part-time Sales and Marketing Assistant – Taylor Lee started April 2nd. D Bailey-Taylor announced several openings and ribbon cuttings to the board: Miracle Field ribbon cutting – April 14<sup>th</sup> at Smithfield Community Park, The Farm at 42 has opened in the Clayton area, Revival 1869 will be dedicating an Ava Room at the cocktail lounge on April 19<sup>th</sup>, the Hampton Inn & Suites in Benson is holding their Ribbon Cutting June 5<sup>th</sup> and Grand Opening Event in August. Todd Johnson of the Heritage Center named D Bailey-Taylor a *Heritage Hero* at the Annual Banquet for volunteer work and contributions to the Heritage Center, Benson Museum, Bentonville, Ava Gardner and Tobacco Farm Life Museum. D Bailey-Taylor thanked L Daniels for posting the directional sign on their digital billboard to turn people down Venture Dr. to the Visitor Center. The Ham and Yam festival was named “One of 11 Food Festivals Everyone Must Experience” in the New York BLOG, “Food before Love”. SE Tourism Society has named the 301 Endless Yard Sale a *Top 20 Event*, with this BLOG post for the month getting 1,724 clicks. Planning and promotion is underway for the June 15-16 301 Endless Yard Sale. The top page on the website in March was Shopping/Carolina Premium Outlets with 2,263 clicks. D Bailey-Taylor will be attending the planning meeting with Johnston County Economic Development – Fly-In Event which will be September 6<sup>th</sup> at the Airport. On April 23rd S Campbell will graduate from SE Tourism Marketing College. On April 24<sup>th</sup> the Hospitality Association meeting will be here to hear guest speaker Annie Baggett, Agritourism Marketing Specialist with the NC Department of Ag, and Pace Farms will be here selling strawberries. On April 25-26 Jeremy Norris will be hosted by the VisitNC team at the New York media mission to meet national media and showcase Johnston County/Broadslab.

## **VIII. Old Business**

None.

## **IX. New Business**

None.

Meeting adjourned at 1:05 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
May 2, 2018  
Visitors Bureau Administrative Offices - 12 Noon**