

**JOHNSTON COUNTY TOURISM AUTHORITY**  
**BOARD MEETING MINUTES**  
**12 Noon, October 4, 2017**  
**Visitors Bureau Administrative Offices**

**Present:** L Daniels, M Zapp, R Andrews, R Capps, R Heilmann, E Brame, K Brinson, S Henley, R Childrey  
**Absent:** C McLamb, K Henthorn  
**Staff:** D Bailey-Taylor, A Phillips  
**Guest:** Tyler Douglas, Meeting Coordinator, Town of Benson

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

K Brinson called the meeting to order at 12:17 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. None were heard.

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

*R Andrews motioned to accept the September minutes as presented. R Heilmann seconded. Motion passed unanimously.*

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

Month-to-Date Revenue for September was \$78,661.01. Month-to-Date Operations were \$124,320.60. Net Loss for the month was (\$45,659.59). Year-to-Date Revenues were \$313,439.23. Year-to-Date Operations were \$347,860.08. Year-to-Date net loss was (\$34,420.85). The August county revenues were \$75,474.14. Smithfield's August Revenues were \$22,227.54. Selma's August Revenues were \$9,808.40. Kenly's August Revenues were \$2,342.98. Benson's August Revenues were \$812.00.

**III. Executive Committee – K Brinson**

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

**IV. Special Projects – E Brame**

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

*R Childrey motioned to accept the grant request for the 2017 Princeton Veterans Day Celebration in the amount of \$500 as presented. R Andrews seconded. Motion passed unanimously.*

**V. Marketing Committee – DB Taylor**

Next meeting will be October 25<sup>th</sup>.

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

Sports Council met on September 20<sup>th</sup>. It was noted that the Sports Council has an open seat. The committee plans to reach out to the Greater Cleveland and Meadow Athletic Associations about having someone apply for the open seat. The Cleveland Community received \$30,000 grant and they are considering the formation of a Parks & Recreation Authority. The plans would be to acquire and maintain fields for recreation use. M Zapp noted that the 5K Runs Sports Postcard had been well received. The postcard has been reprinted and is available for distribution.

**VII. Staff Report - DB Taylor**

DB Taylor presented the staff report to the board. It was mentioned that DBT and A Brame attended the NCTIA Tourism Conference in Charlotte where the bureau won two Destination Marketing Awards. One for the Beer, Wine and Shine video and another for the PR work associated with the London Blue Plaque Award installed at Ava Gardner's home in London. DBT met with Amber England, new Four Oaks

Chamber Director to review the role of the Visitors Bureau in the county, our grants programs, and sharing resources and information to help in her new job. Mule Days photos were taken by Jamaal and A Brame conducted a Facebook live event where she got to kiss a mule. The board was given statistics from Simpleview for the month of September. DBT pointed out the top visited pages on the website: Clayton Harvest Festival, 2,837 visits, Benson Mule Days, 2,437 visits, Becky's Log Cabin Blog, 1,135 readers. DBT reported to the board the staff is still working on the SEO clean-up for the transition to the new website correcting 404 and 301 redirects. The NC Main Street will be held in Downtown Clayton in 2018 and they expect 600 people to attend. S Campbell is serving on the event planning committee and assisting in securing room rates and blocks for the event. The board discussed hosting an open house of the new office in early December.

### **VIII. Old Business**

The exterior signs have been removed from the building and the new one will be installed in the next two weeks.

### **IX. New Business**

DB Taylor stated that R Childrey and R Heilmann had been reappointed to the board for another term. The board still has two open positions which will be appointed by the County Commissioners.

K Brinson announced if any board members knew of an area non-profit organization that could use the clock at the Wilson Building at Johnston Community College, they will be moving it and are willing to donate the clock to someone in the county.

Meeting adjourned at 12:52 PM.

*Respectfully submitted,  
Lynn Daniels, Secretary/Treasurer*

**Next Meeting  
Johnston County Tourism Authority  
November 1, 2017  
Visitors Bureau Administrative Offices  
12 Noon**