

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

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

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

S Henley called the meeting to order at 12:13 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. Any individual conflicts of interest will be handled during voting on grants.

S Henley 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. P Boucher seconded. Motion passed unanimously.*

**II. Finances – D Bailey-Taylor**

Month-to-Date Revenue for August was \$96,344.56. Month-to-Date Operations were \$166,336.26. Net loss for the month was (\$68,096.12). Year-to-Date Revenues were \$239,281.14. Year-to-Date Operations were \$220,481.50. Year-to-Date net gain was \$18,799.64. The July county revenues were \$126,481.46. Smithfield's July Revenues were \$23,195.03. Selma's July Revenues were \$10,402.01. Kenly's July Revenues were \$2,650.53, Benson's July Revenues were \$5,826.09. It was noted that Benson's July revenues included 6 weeks from the Hampton Inn. It was also noted that operations were up due to a large pay out to the Town of Smithfield for wayfinding. This money was encumbered from last fiscal year. The bureau also created a new financial revenue report for the 3% and 2% occupancy tax so the board could see the entire county's revenues on one page.

**III. Executive Committee – S Henley**

S Henley stated that Executive Committee had not met.

**IV. Special Projects – E Brame**

S Henley shared the Special Projects in the absence of E Brame. The committee did not meet but the bureau had received four Matching Marketing Grants that needed to be addressed due to event dates. All requests met the approved guidelines and have been funded in the past.

*M Zapp motioned to accept the grant request for the "TFLM BBQ Cook Off" event in the amount of \$500 as presented. C Lane 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 Childrey seconded. Motion passed unanimously.*

*M Zapp motioned to accept the grant request for the "Wilson's Mills Pumpkin Festival" event in the amount of \$500 as presented. R Capps seconded. Motion passed unanimously.*

*C Lane motioned to accept the grant request for the "Clayton Piano Festival" event in the amount of \$500 as presented. R Childrey seconded. Motion passed unanimously. R Capps abstained.*

**V. Marketing Committee – R Heilmann**

In R Heilmann's absence, DBT reviewed the minutes from the August Marketing Committee meeting. DB Taylor and A Brame presented a visual of the new Simpleview Map Publisher. This map publisher has been used to create maps for various events, itineraries, trails and popular points of interest in the county. The

map is easy to use, it is linked to our website, is phone friendly and does not require an app. The bureau is currently working on the inventory for printing the next visitors guide. The guide will be more content directed and less phone book style. It should be ready and printed in December. The bureau has sent a suggested logo to the Cooperative Extension for the JoCo Farm App partnership. The Beer, Wine, Shine Trail brochure is at the printer.

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

Will meet on Wednesday, September 19<sup>th</sup>.

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

The bureau developed a new financial revenue report for the 3% and 2% occupancy tax so the board can see the entire county's revenues on one page. The bureau will also be sending this to the VisitNC team monthly as they have requested a report from all counties to watch for trends. Visitor Spending numbers were released this month, which reported Johnston County visitor spending in 2017 was \$239.06, which was a 2.75% increase over 2016. It was noted that 2016 was a big year with Hurricane Matthew numbers. The new Map Publisher program is now on the website – the bureau is still discovering all that this tool will do for the marketing and services of events, meetings, weddings and tourism partners. DB Taylor and A Brame assisted the Town of Selma with rewriting, reshooting, and producing the new commercial for the Town of Selma with Spook Joyner with The Rudy Theatre. The ad is running on CW22 with the reality television show that Spook is producing.

News about new tourism venues: Fainting Goat Brewery coming to Benson, Spring 2019, Instill Distillery Opening November, 2018, Community Art Center opening in Cleveland Community, in the Walter & Eliza Smith Moore House.

2018 Annual Report is now online and it will be shared via social media, email, and the bureau will print just a few copies to mail to elected officials and the hospitality association members. The bureau built 11 new microsites for the towns on the website – towns will now have a direct link. Example: [johnstoncountync.org/benson](http://johnstoncountync.org/benson). Each town has a site menu for things to do, accommodations, shopping, dining, and links to the JCVC calendar. The Fly-over was very successful. M Zapp added that the event seemed to be very successful. In October, the bureau will be shooting a new destination video with the VisitNC team, and we will also be hosting a Family-oriented influencer fam visit. Inventory and design has begun for the 2019 Official Visitors Guide, and the BWST brochure is now at the printers.

**VIII. Old Business**

None.

**IX. New Business**

S Henley reminded everyone to be prepared and stay safe during the impending hurricane.

Meeting adjourned at 12:37 PM.

*Respectfully submitted,  
Scotty Henley, Chairperson*

**Next Meeting  
Johnston County Tourism Authority  
October 3, 2018  
Johnston County Tourism Authority Boardroom - 12 Noon**