



## **AGENDA**

### **Board of Directors Meeting**

**Wednesday, January 15, 2025, | 2:00 pm**

**Randolph County Tourism Development Authority**

**Phil Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC**

- I. Call to Order – David Caughron, Chairman
- II. Roll Call of Board Members – Amber M. Skeen, Clerk to the Board
- III. Request to Approve January 15, 2025, Agenda – David Caughron
- IV. Request to Approve Board of Directors Meeting Minutes from December 11, 2024 – David Caughron
- V. Presentation of the Randolph County Annual Travel Guide 2025 – Melody Varner, Tourism Marketing Coordinator & Richard Schoenberger, Manor House Creative
- VI. Finance Reporting – Will Massie, Finance Director
  - *Finance Report for Month-Ending December 31, 2024*
- VII. Hotel Data Reporting – Amber Scarlett, Executive Director
  - *Hotel Data Report for Month-Ending November 30, 2024*
- VIII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
  - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending December 31, 2024*
  - *Attendance Data Comparison Report for 4th Quarter Month-Ending December 31, 2024*
  - *Attendance Data Comparison & Guest Registrant Reports for Year-Ending December 31, 2024*

- IX. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
  - *Social Media Report for Month-Ending December 31, 2024*
- X. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
  - *Advertising Report for Month-Ending December 31, 2024*
  - *Annual Report Ending December 31, 2024*
- XI. Executive Director Update – Amber Scarlett
- XII. Board Member Updates – David Caughron
- XIII. Request to Adjourn – David Caughron

Next Board of Directors Meeting

\*\*\**Wednesday, February 19, 2025 @ 2 PM*  
Randolph County Tourism Development Authority  
Phil Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC