



## **AGENDA**

### **Board of Directors Meeting**

**Wednesday, February 18, 2026, | 2:00 pm**

**Randolph County Tourism Development Authority**

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

- I. Call to Order – Rebecca Petty Moffitt, Vice-Chair
- II. Roll Call of Board Members – Brooke Thomas, Clerk to the Board
- III. Request to Approve February 18, 2026, Agenda – Rebecca Petty Moffitt
- IV. Request to Approve Board of Directors Meeting Minutes from January 21, 2026 – Rebecca Petty Moffitt
- V. Request to Approve the TDA Audit Contract with Cherry Bekaert – Rebecca Petty Moffitt
- VI. Review of Fiscal Year 2026/27 Budget Schedule – Will Massie, Finance Officer
- VII. Finance Reporting – Will Massie, Finance Officer
  - *Finance Report for Month-Ending January 31, 2026*
- VIII. Hotel Data Reporting – Amber Scarlett, Executive Director
  - *Hotel Data Report for Month-Ending December 31, 2025*
  - *Hotel Data Report for 4<sup>th</sup> Quarter Month-Ending December 31, 2025*
  - *Hotel Data Report for Year-Ending December 31, 2025*
- IX. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending January 31, 2026*
- X. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
- *Social Media Report for Month-Ending January 31, 2026*
- XI. Public Relations Reporting – Susan Dosier, DK Communications Group
- *Public Relations Report for Month-Ending January 31, 2026*
- XII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
- *Advertising Report for Month-Ending January 31, 2026*
- XIII. Executive Director Update – Amber Scarlett
- XIV. Board Member Updates – Rebecca Petty Moffitt
- XV. Request to Adjourn – Rebecca Petty Moffitt

**Next Board of Directors Meeting**

*Wednesday, March 25, 2026 @ 2 PM*

*Randolph County Tourism Development Authority*

*Phillip D. Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC*