



AGENDA
Board of Directors Meeting
Wednesday, March 25, 2026, | 2:00 PM
Randolph County Tourism Development Authority
Phillip Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC

- I. Call to Order – David Caughron, Board Chair
- II. Roll Call of Board Members – Brooke Thomas, Clerk to the Board
- III. Request to Approve March 25, 2026 Agenda – David Caughron, Chair
- IV. Request to Approve Consent Agenda – David Caughron, Chair
 - *Request to Approve February 18, 2026 Board of Directors Meeting Agenda*
 - *Request to Approve January 21, 2026 Board of Directors Meeting Minutes*
 - *Ratification of Email Vote to Approve TDA Audit Contract and Letter of Engagement with Cherry Bekaert*
 - *Review of Fiscal Year 2026/27 Budget Schedule*
 - *Finance Report for Month-Ending January 31, 2026*
 - *Hotel Data Report for Month-Ending December 31, 2025*
 - *Hotel Data Report for 4th Quarter-Ending December 31, 2025*
 - *Hotel Data Report for Year-Ending December 31, 2025*
 - *I-73/74 Visitor Centers Attendance Data Comparison & Guest Registrant Reports for Month-Ending January 31, 2026*
 - *Public Relations Report for Month-Ending January 31, 2026*
 - *Social Media Report for Month-Ending January 31, 2026*
 - *Advertising Report for Month-Ending January 31, 2026*
- V. Request to Approve Board of Directors February 18, 2026 Meeting Minutes– David Caughron, Chair
- VI. FAM Tour 2026 Update – Melody Varner, Tourism Marketing Coordinator
- VII. Request to Approve Updated TDA Policies – Brooke Thomas, Clerk to the Board
 - 2025-26 Employee Policies & Procedures Manual

- VIII. Finance Reporting – Will Massie, Finance Director
- *Finance Report for Month-Ending February 28, 2026*
- IX. Hotel Data Reporting – Amber Scarlett, Executive Director
- *Hotel Data Report for Month-Ending January 31, 2026*
 - *Hotel Data Report for Month-Ending February 28, 2026*
- X. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending February 28, 2026*
- XI. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
- *Social Media Report for Month-Ending February 28, 2026*
- XII. Public Relations Reporting – Susan Dosier, DK Communications Group
- *Public Relations Report for Month-Ending February 28, 2026*
- XIII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
- *Advertising Report for Month-Ending February 28, 2026*
- XIV. Executive Director Update – Amber Scarlett, Executive Director
- XV. Board Member Updates – David Caughron, Chair
- XVI. Request to Adjourn – David Caughron, Chair

Next Board of Directors Meeting

Wednesday, April 15, 2026 @ 2:00 pm

Randolph County Tourism Development Authority

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