AGENDA

Board of Directors Meeting
Wednesday, August 19, 2026, | 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 – Brooke D. Thomas, Clerk to the Board

III. Request to Approve August 19, 2026, Agenda – David Caughron

IV. Request to Approve Consent Agenda – David Caughron
- *June 17, 2026, Board of Directors Meeting Agenda*
- *May 20, 2026, Board of Directors Meeting Minutes*
- *Ratification of Electronic Vote via Email to Approve TDA Gift Card Policy effective July 1, 2026, Appoint Michael McKenzie as TDA Finance Officer effective August 1, 2026, Approve Budget Amendment #2027_01 for 3% COLA and Budget Amendment #2027_02 for P-Card Encumbrance Amount, and Approve FY 26/27 TDA Marketing Plan & Program of Work*

V. Request to Approve June 17, 2026 Board of Directors Meeting Minutes - David Caughron

VI. Resolution Concerning Future Welcome Center – Amber Scarlett, Executive Director

VII. TDA Strategic Plan Presentation – Heather Dorsett, Dorsett Consulting

VIII. Finance Reporting – Michael McKenzie, Finance Officer
- *Finance Report for Month-Ending June 30, 2026*
- *Finance Report for Month-Ending July 31, 2026*
- *Budget Amendment #2027-03 (Compensate for the funds moved to cover contract increases for market adjustments)*
- *Budget Amendment #2027-04 (Purchase Order Carryover Funds)*

IX. Hotel Data Reporting – Amber Scarlett
- *Hotel Data Report for Month-Ending May 31, 2026*
- *Hotel Data Report for Month-Ending June 30, 2026*
- *Hotel Data Report for 2nd Quarter Ending June 30, 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 June 30, 2026*
- *Attendance Data Comparison Report for 2nd Quarter Ending June 30, 2026*
- *Attendance Data Comparison & Guest Registration Reports for Month-Ending July 31, 2026*

XI. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
- *Social Media Report for Month-Ending June 30, 2026*
- *Social Media Report for Month-Ending July 31, 2026*

XII. Public Relations Reporting – Susan Dosier, DK Communications Group
- *Public Relations Report for Month-Ending June 30, 2026*
- *Public Relations Report for Month-Ending July 31, 2026*

XIII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
- *Advertising Report for Month-Ending June 30, 2026*
- *Advertising Report for Month-Ending July 31, 2026*

XIV. Executive Director Update – Amber Scarlett

XV. Board Member Updates – David Caughron

XVI. Request to Adjourn – David Caughron

Next Board of Directors Meeting

September 16, 2026, | 2:00 pm
Randolph County Tourism Development Authority
Phil Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC