# AGENDA

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

I. Call to Order – David Caughron, Board Chair

II. Roll Call of Board Members – Brooke D. Thomas, Clerk to the Board

III. Request to Approve September 16, 2026, Agenda – David Caughron

IV. Request to Approve August 19, 2026, Board of Directors Meeting Minutes - David Caughron

V. TDA Strategic Plan Progress Update – Heather Dorsett, Dorsett Consulting

VI. Finance Reporting – Michael McKenzie, Finance Officer
- *Finance Report for Month-Ending August 31, 2026*
- *Budget Amendment #2027-05 (Appropriate $279,000 from TDA Fund Balance to the Future Welcome Center design fee)*

VII. Hotel Data Reporting – Amber Scarlett, Executive Director
- *Hotel Data Report for Month-Ending July 31, 2026*

VIII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
- *Attendance Data Comparison Report for Month-Ending August 31, 2026*
- *Guest Registration Reports for Month-Ending August 31, 2026*

IX. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
- *Social Media Report for Month-Ending August 31, 2026*
- *Website Data Report for Month-Ending August 31, 2026*

X. Public Relations Reporting – Susan Dosier, DK Communications Group
   - *Public Relations Report for Month-Ending August 31, 2026*

XI. Visual Advertisement Reporting – Richard Schoenberger, Manor House Creative
   - *Advertising Report for Month-Ending August 31, 2026*

XII. Executive Director Update – Amber Scarlett, Executive Director

XIII. Board Member Updates – David Caughron, Board Chair

XIV. Request to Adjourn – David Caughron, Board Chair

## Next Board of Directors Meetings

*October 21, 2026, | 2:00 pm*
*November 18, 2026 | 2:00 pm*
*December 9, 2026 | 12:00 pm*
Randolph County Tourism Development Authority
Phil Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC