



AGENDA

Board of Directors Meeting

Wednesday, March 20, 2024, | 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 March 20, 2024, Agenda – David Caughron
- IV. Request to Approve Board of Directors Meeting Minutes from February 21, 2024 - David Caughron
- V. Review of 2024-25 Budget Schedule – Will Massie, Finance Director & Amber M. Skeen, Director of Office Administration
- VI. Finance Reporting – Will Massie, Finance Director
 - *Finance Report for Month-Ending February 29, 2024*
- VII. Hotel Data Reporting – Amber Scarlett, Executive Director
 - *Hotel Data Report for Month-Endings February 29, 2024*
- VIII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
 - *Attendance Data Comparison & Guest Registrant Reports for February 29, 2024*
- IX. Public Relations Reporting – Susan Dosier, DK Communications Group
 - *Public Relations Report for Month-Ending February 29, 2024*

- X. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
 - *Advertising Report for Month-Ending February 29, 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, April 17, 2024, | 2 PM

Randolph County Tourism Development Authority
Phil Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC