



AGENDA

Board of Directors Meeting

Wednesday, April 17, 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 April 17, 2024, Agenda – David Caughron
- IV. Request to Approve Board of Directors Meeting Minutes from March 20, 2024 - David Caughron
- V. Presentation of HeartofNorthCarolina.com Content Management System and Overview – Sara Taake, CMS Project Manager, and Laura Connell, Customer Success Manager | Simpleview
- VI. Personnel Committee Update for 2024 – 2025 Job Classification Plan and Step Chart Adjustments – David Caughron and Amber Skeen, Director of Office Administration
- VII. Presentation of 2024 – 2025 Authority DRAFT Budget Proposal - Will Massie, Finance Officer
- VIII. Finance Reporting – Will Massie
 - *Finance Report for Month-Ending March 31, 2024*
- IX. Hotel Data Reporting – Amber Scarlett, Executive Director
 - *Hotel Data Report for Month-Endings March 31, 2024*
 - *Hotel Data Report for 1st Quarter Ending March 31, 2024*

- X. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
 - *Attendance Data Comparison & Guest Registrant Reports for March 31, 2024*
 - *Attendance Data Comparison & Guest Registrant Report for 1st Quarter Ending March 31, 2024*
- XI. Public Relations Reporting – Susan Dosier, DK Communications Group
 - *Public Relations Report for Month-Ending March 31, 2024*
- XII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
 - *Advertising Report for Month-Ending March 31, 2024*
- XIII. Executive Director Update – Amber Scarlett
- XIV. Board Member Updates – David Caughron
- XV. Request to Adjourn – David Caughron

Next Board of Directors Meeting

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