



AGENDA

Board of Directors Meeting

Wednesday, February 21, 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 February 21, 2024, Agenda – David Caughron
- IV. Request to Approve Board of Directors Meeting Minutes from January 24, 2024 - David Caughron
- V. Presentation of the Randolph County Annual Travel Guide 2024 – Amber Scarlett, Executive Director & Richard Schoenberger, Manor House Creative
- VI. Request to Approve the TDA Audit Contract with Cherry Bekaert – David Caughron & Will Massie
- VII. Finance Reporting – Will Massie, Finance Director
 - *Finance Report for Month-Ending January 31, 2024*
- VIII. Hotel Data Reporting – Amber Scarlett, Executive Director
 - *Hotel Data Report for Month-Endings January 31, 2024*
- IX. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
 - *Attendance Data Comparison & Guest Registrant Reports for January 31, 2024*

- X. Public Relations Reporting – Susan Dosier, DK Communications Group
 - *Public Relations Report for Year Ending December 31, 2023*
 - *Public Relations Report for Month-Ending January 31, 2024*
- XI. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
 - *Advertising Report for Month-Ending January 31, 2024*
- XII. Executive Director Update – Amber Scarlett
- XIII. Board Member Updates – David Caughron
- XIV. Request to Adjourn – David Caughron

Next Board of Directors Meeting
Wednesday, March 20, 2024, | 2 PM
Randolph County Tourism Development Authority
Phil Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC