



Board of Directors Meeting Minutes

Wednesday, January 15, 2025, | 2 PM

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

I. Call to Order – David Caughron, Chairman

The Randolph County Tourism Development Authority Board of Directors meeting was called to order by David Caughron, Chairman, at 2:00 PM on Wednesday, January 15, 2025, at the Randolph County Tourism Development Authority, Phillip Kemp Meeting Room, 500 Albemarle Rd Asheboro, North Carolina.

II. Roll Call of Board Members – Amber M. Skeen, Clerk to the Board

Board Member Present IN PERSON: David Caughron, Chairman; Rebecca Petty Moffitt, Vice-Chairman; Leslie Brown*; Barbara Gallimore; Luke Hollingsworth, Ross Holt, Shawn Patel, Amy Struble, and Diane Villa

Staff Members Present IN PERSON: Wes Alexander, Digital Content Coordinator; Annette Cagle, Director of Visitor Services & Information; Will Massie, Finance Officer; Amber Scarlett, Executive Director; Amber Skeen, Director of Office Administration / Clerk to the Board; Melody Varner, Tourism Marketing Coordinator

Guests Present IN PERSON: Kenny Kidd, Randolph County Commissioner Liaison; Angie Luther; Quality Inn, Larry Penkava; Randolph Hub, Richard Schoenberger, Manor House Creative

**TDA Board Member joined TDA Board Meeting.*

III. Request to Approve January 15, 2025, Agenda – David Caughron

Amber Skeen asked to add Budget Amendment #2025-06 to the TDA Board Meetings Agenda for January 15, 2025.

Rebecca Petty Moffitt made a motion to approve the agenda for January 15, 2025, with an additional item, which Shawn Patel seconded. The motion was unanimously approved.

SEE ATTACHMENT #1

**TDA Board Member joined TDA Board Meeting.*

IV. Request to Approve Board of Directors Meeting Minutes from December 11, 2024 – David Caughron

Ross Holt moved to approve the Board of Directors Meeting minutes from December 11, 2024, which Amy Struble seconded. The motion was unanimously approved.

SEE ATTACHMENT #2

V. Presentation of the Randolph County Annual Travel Guide 2025 – Melody Varner, Tourism Marketing Coordinator

Varner presented the 2025 Randolph County Annual Travel Guide.

VI. Finance Reporting – Will Massie, Finance Director

- *Finance Report for the Month Ending December 31, 2024.*

Massie reviewed the year-to-date report on the revenues and expenditures for December 31, 2024.

SEE ATTACHMENT #3

- *Approval of Budget Amendment #2025-06*

Skeen updated the TDA Board that Amber Scarlett and her had been collaborating with Partners Consulting Group on several IT and internet issues at the HNCVB office in Asheboro and the Visitor Centers in Seagrove. She explained how they would like to have some internet equipment replaced at the HNCVB office and both locations at the Visitor Centers. She explained that at the Visitor Centers, internet equipment had not been replaced in over twelve years. They are hoping that this update will help the Visitor Centers with some internet problems.

Ross Holt moved to approve Budget Amendment #2025-06 as presented. Amy Struble seconded it, and it was unanimously approved.

SEE ATTACHMENT #4

VII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for the months Ending November 30, 2024*

Scarlett presented the hotel data report ending November 30, 2024.

SEE ATTACHMENT #5

VIII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending December 31, 2024*

Cagle presented the attendance data comparison report and guest registrant report ending December 31, 2024.

SEE ATTACHMENT #6 & 7

- *Attendance Data Comparison Report for 4th Quarter & Year Ending December 31, 2024*

Cagle presented the 4th quarter & year ending December 31, 2024.

SEE ATTACHMENT #8 & 9

IX. Digital Content Report – Wes Alexander, Digital Content Coordinator

- *Digital Content Report for Month-Ending December 31, 2024*

Alexander presented the digital content report ending December 31, 2024.

SEE ATTACHMENT #10

X. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics

- *Advertising Report for Month-Ending December 31, 2024*

Schoenberger presented the visual advertisement report for the month ending December 31, 2024.

SEE ATTACHMENT #11

XI. Executive Director Update – Amber Scarlett

Scarlett updated the Executive Committee that she presented the TDA Annual Report 2023 to the Randolph County Commissioners on January 6th and the Randleman Board of Alderman on January 7th. She also explained how she and other staff members will give the TDA Annual Report to the rest of the municipalities in the upcoming quarter.

Scarlett also updated everyone on a few events that she and her staff will attend over the next few weeks, like the Rise of Randolph with Archdale-Trinity Chamber of Commerce at Holly Ridge Golf Links on January 16th, the Asheboro/Randolph Chamber of Commerce

Annual Dinner on January 31st at Pinewood Country Club, and the Sunset Signature Series featuring Mark Mathabane on Saturday, February 15th.

Scarlett also updated them that the TDA Marketing Team will have a Mid-Year (budget year) marketing strategy planning session on Wednesday, January 29th. This planning session is to look ahead in efforts to be more proactive in marketing rather than reactive.

Scarlett was happy to announce that the Randolph County Commissioners approved a position for the Ag Center to oversee operations of the Event Center/Arena building. This position will be posted in the next few weeks, and senior staff hopes to have an individual hired in the next couple of months so that planning and relationship building can begin. Scarlett continues to meet with the FFF Committee every other week as details of operations and logistics of the new facility come to fruition—the committee consists of a Cooperative, Extension Director, County Manager, Finance Officer, Assistant County Manager, Public Buildings Director, and Staff Engineer/Public Works.

Scarlett announced Amber Skeen had been accepted into the 2025 Leadership Randolph program with Asheboro/Randolph Chamber of Commerce, Melody Varner had applied for Randolph County Leadership Academy with Randolph County Government, and Annette Cagle has been accepted into the 2025 Randolph County Emerging Leaders Coursework through Randolph County Government.

Scarlett also wanted to let the TDA Board Members know that the TDA Office would be closed on Monday, January 20, 2025, in observance of Martin Luther King, Jr. Day. Visitor Centers will remain open.

XII. Board Member Updates – David Caughron

Shawn Patel updated TDA Board Members that the hotels are staying busy with golf and other sports events.

Luke Hollingsworth updated TDA Board Members that the golf course will be hosting Rise Up Randolph on January 16. They also have several golf tournaments coming up in Spring.

Rebecca Petty Moffitt updated TDA Board Members that the Petty Museum is a little slow this time of year, but they will be getting busy in the Springtime.

Ross Holt updated the TDA Board Members that Sunset Signature Series would be hosting Mark Mathabane on February 15th.

Leslie Brown updated the TDA Board Members that the Liberty Showcase Theater had a remarkable year in 2024. She explained how the theater is getting ready for 2025.

Diane Villa updated the TDA Board Members that the North Carolina Zoo had almost 1.1 million visitors in 2024. She explained how the K-9 event would be brought back in the summer of 2025. They are hosting a job fair in January.

Amy Struble updated TDA Board Members that the hotels in Archdale have had a remarkably busy January so far, and they are getting ready for the furniture market in April.

Barbara Gallimore updated TDA Board Members that downtown Asheboro was not too busy in the winter months, but Downtown Asheboro Inc is hosting a Sip & Shop event on February 22nd.

XIII. Adjourn – David Caughron

Caughron thanked everyone for their attendance at today's meeting.

Diane Villa moved to adjourn the TDA Board Meeting on Wednesday, January 15, 2025. Ross Holt seconded the motion, which was unanimously approved. The meeting was adjourned at 3:07 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board