



Board of Directors Meeting Minutes

Wednesday, January 24, 2024, | 2 PM

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

I. Call to Order – Rebecca Petty Moffitt, Vice-Chairman

The Randolph County Tourism Development Authority Board of Directors meeting was called to order by Rebecca Petty Moffitt, Vice-Chairman, at 2:00 PM on Wednesday, January 24, 2024, 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: Rebecca Petty Moffitt, Vice-Chairman; Leslie Brown*, Barbara Gallimore, Luke Hollingsworth, Ross Holt, and Amy Struble

Board Members Absent: David Caughron, Chairman, Shawn Patel, and Diane Villa

Staff Members Present IN PERSON: Will Massie, Finance Officer; Amber Scarlett, Executive Director; and Amber Skeen, Clerk to the Board

Guests Present IN PERSON: Mary Joan Pugh, Trails/Natural Heritage Coordinator for Randolph County; and Richard Schoenberger, Manor House Creative

**TDA Board Member entered Board Meeting.*

III. Request to Approve January 24, 2024, Agenda – Rebecca Petty Moffitt

A motion to approve the agenda for January 24, 2024, as presented, was made by Luke Hollingsworth, and seconded by Barbara Gallimore, and the motion was unanimously approved.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from December 12, 2023 - Rebecca Petty Moffitt

A motion to approve the Board of Directors Meeting minutes from December 12, 2023, as presented, was made by Ross Holt, and seconded by Luke Hollingsworth, and the motion was unanimously approved.

SEE ATTACHMENT #2

V. Update on Randolph County Trails, Mary Joan Pugh, Trails/Natural Heritage Coordinator for Randolph County

Pugh updated the TDA Board on the trails in Randolph County and wanted to thank the TDA staff and board for their support during Year of the Trail 2023.

SEE ATTACHMENT #3 & 4

**TDA Board Member entered Board Meeting.*

VI. Request to Approve the 2024 Fidelity Bond for the Finance Officer – Rebecca Petty Moffitt

Moffitt updated the TDA Board that under North Carolina Law, each Finance Officer of a public authority must have an additional fidelity bond, which will be reviewed by the Board annually. The fidelity coverage has been set at \$200,000, which is sufficient for the Authority.

Will Massie said that the \$200,000 was the exact amount that was approved last year for the authority.

A motion to approve the 2024 Fidelity Bond for the Finance Officer for \$200,000 was made by Luke Hollingsworth and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #5

VII. Finance Reporting – Will Massie, Finance Director

- *Finance Report for Month-Ending December 31, 2023*

Massie reviewed the year-to-date report on the revenues and expenditures for December 31, 2023.

SEE ATTACHMENT #6

- *Request for approval of Budget Amendment #2024-08*

A motion to approve Budget Amendment #2024-08, as presented, was made by Luke Hollingsworth, and seconded by Barbara Gallimore, and the motion was unanimously approved.

SEE ATTACHMENT #7

VIII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending November 30 & December 31, 2023*

Scarlett presented the hotel data reports ending November 30 & December 31, 2023.

SEE ATTACHMENT #8 & 9

- *Hotel Data Report for 4th Quarter Month-Ending December 31, 2023*

Scarlett presented the 4th Quarter month-ending hotel data report ending December 31, 2023.

SEE ATTACHMENT #10

- *Hotel Data Report for Year-Ending December 31, 2023*

Scarlett presented the year-end hotel data ending December 31, 2023.

SEE ATTACHMENT #11

IX. I-73/74 Visitor Centers Data Reporting – Amber Scarlett

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending December 31, 2023*

Scarlett presented the attendance data comparison and guest registrant report ending December 31, 2023.

SEE ATTACHMENT #12 & 13

- *Attendance Data Comparison Report for 4th Quarter Month-Ending December 31, 2023 & Year-Ending December 31, 2023.*

Scarlett presented the attendance data comparison report for the 4th Quarter Month-Ending December 31, 2023, & Year-Ending December 31, 2023.

SEE ATTACHMENT #14

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

- *Advertising Report for Month-Ending December 31, 2023*

Schoenberger presented the December 31, 2023, visual advertisement report.

SEE ATTACHMENT #15

- *Annual Report Ending December 31, 2023*

Schoenberger presented the annual visual advertisement report ending December 31, 2023.

XI. Executive Director Update – Amber Scarlett

Scarlett updated the TDA Board on activities of each position within the organization – Director of Office Administration, Director of Visitor Services & Information, Tourism Marketing Coordinator, Digital Content Coordinator, and Executive Director – have all been busy planning for 2024.

XII. Board Member Updates – Rebecca Petty Moffitt

Ross Holt updated the TDA Board that the Historic Landmark Preservation Commission would be presenting to the Randolph County Commissioners and to Asheboro City Council for two potential historic landmarks in Randolph County this month.

Leslie Brown updated the TDA Board that The Liberty Showcase Theater hosted Ricky Skaggs recently and it was a successful event. She explained that over 89 percent of the guests were outside Randolph County.

Barbara Gallimore updated the TDA Board that Downtown Asheboro was a little slow, but all the Summer Concerts are planned for summer.

Amy Struble updated the TDA Board that the hotels in Archdale are still busy with business travel. They are also seeing an uptick in wedding travel.

Luke Hollingsworth updated the TDA Board that Holly Ridge Golf Links have received more phone calls about being a wedding venue over the past few months. He also updated the TDA Board that Holly Ridge Golf Links would host the TYGA (Tarheel Youth Golf Association) Tournament in March.

Rebecca Petty Moffitt updated the TDA Board that the Petty Museum’s next event is in March with the Petty Cruise-In.

XIII. Adjourn – Rebecca Petty Moffitt

Moffitt thanked everyone for their attendance and reminded the Board that the next meeting would be February 21, 2024.

A motion to adjourn the TDA Board Meeting on Wednesday, January 24, 2024, was made by Ross Holt and was seconded by Luke Hollingsworth and the motion was unanimously approved. The meeting was adjourned at 2:49 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**

Rebecca Petty Moffitt, Vice-Chairman

Amber M. Skeen, Clerk to the Board