



Board of Directors Meeting Minutes

Wednesday, February 18, 2026, | 2:00 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-Chair, at 2:02 pm on Wednesday, February 18, 2026, at the Randolph County Tourism Development Authority, Phillip Kemp Meeting Room, 500 Albemarle Rd, Asheboro, North Carolina.

II. Roll Call of Board Members – Brooke D. Thomas, Clerk to the Board

Board Member Present IN PERSON: Rebecca Petty Moffitt, Vice-Chairman; Ross Holt; Luke Hollingsworth; Leslie Brown

Board Members Absent: Diane Villa; Shawn Patel; Barbara Gallimore; Amy Struble; David Caughron

Staff Members Present IN PERSON: Annette Cagle, Director of Visitor Services & Information; Brooke Thomas, Clerk to the Board; Will Massie, Finance Officer; Amber Scarlett, Executive Director

Guests Present IN PERSON: Richard Schoenberger, Manor House Creative; Kenny Kidd, Randolph County Commissioner Liaison

Guest Video Presentation on ZOOM: Susan Dosier, DK Communications; Wes Alexander, Digital Content Coordinator

III. Request to Approve February 18, 2026, Agenda – Rebecca Petty Moffitt, Board Vice-Chair

Brooke Thomas, Clerk to the Board, recommended that the agenda for the February 18, 2026, meeting be incorporated into the consent agenda for consideration at the March 25, 2026 board meeting.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from January 21, 2026 – Rebecca Petty Moffitt, Board Vice-Chair

Brooke Thomas, Clerk to the Board, recommended that the meeting minutes from the January 21, 2026 meeting be incorporated into the consent agenda for consideration at the March 25, 2026 board meeting.

SEE ATTACHMENT #2

V. Request to Approve Fiscal Year 2025/26 Audit Contract with Cherry Bekaert, LLP & Authorize Board Chair to Sign Engagement Letter – Rebecca Petty Moffitt, Board Vice-Chair

Brooke Thomas, Clerk to the Board, recommended that board members review and approve the agenda item to contract with Cherry Bekaert, LLP for the FY 2025/26 audit, and further authorize Board Chair David Caughron to execute the engagement letter on behalf of Randolph County Tourism Development Authority through an electronic voting process due to the time-sensitive nature of the request.

SEE ATTACHMENT #3

VI. Review of Fiscal Year 2026/27 Budget Schedule – Will Massie, Finance Officer

Massie presented a budget schedule for Board's reference to serve as a guiding framework for the Fiscal Year 26/27 budget process timeline.

SEE ATTACHMENT #4

VII. Finance Reporting – Will Massie, Finance Director

- *Finance Report for Month-Ending January 31, 2026*

Massie provided an overview of the January financial statements, noting that revenues continue to trend downward with a 12% deficit to date. He stated that the appropriated fund balance is healthy and has been maintained responsibly; however, it may become necessary to utilize a portion of it to supplement the current and upcoming fiscal year budget.

SEE ATTACHMENT #5

VIII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending December 31, 2025*
- *Hotel Data Report for 4th Quarter Ending December 31, 2025*
- *Hotel Data Report for Year-Ending December 31, 2025*

Scarlett presented the hotel data report ending December 31, 2025. Scarlett noted that the hotel data reports for the 4th quarter and calendar year end support the downward trend in occupancy revenues.

SEE ATTACHMENT #6-8

IX. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending January 31, 2026*

Cagle presented the attendance data and guest registration reports from the Visitor Centers for the month ending January 31, 2026, noting a total of 2,296 guests, representing a 5.7% decrease from December 2025. She further reported that the Visitor Centers experienced closures in January due to winter weather and water-related issues.

Cagle also highlighted that National Popcorn Day was celebrated alongside the Martin Luther King Jr. holiday on January 19 at the visitor centers during which complimentary bags of popcorn from Asheboro Popcorn and Liberty Kettle Corn were provided for visitors, sponsored by the TDA. In recognition of National Heart Month, and Visitor Centers staff celebrated a week of “*Serving with Heart from the Heart.*”

SEE ATTACHMENTS #9-10

X. **Digital Content Reporting – Wes Alexander, Digital Content Coordinator**

- *Social Media Report for Month-Ending January 31, 2026*

Alexander presented digital content reports for the month ending January 31, 2026, highlighting that the first Temple Grandin announcement reached 75,000 people on Facebook. He also noted that the monthly newsletter continues to perform well above industry averages for tourism both through clicks and open rates.

SEE ATTACHMENTS #11-12

XI. **Public Relations Reporting – Susan Dosier, DK Communications Group**

- *Public Relations Report for Month-Ending January 31, 2026*

Dosier presented the Public Relations report covering the period ending January 31, 2026. Dosier noted that she will be transporting Dr. Temple Grandin to each venue while she attends our area.

SEE ATTACHMENT #13

XII. **Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics**

- *Advertising Report for Month-Ending January 31, 2026*

Schoenberger presented the visual advertisement report ending January 31, 2026.

SEE ATTACHMENT #14

XIII. **Executive Director Update – Amber Scarlett**

Scarlett announced that the May 20, 2026, TDA Board of Directors meeting will be held at the Randolph County Agricultural Center with additional details forthcoming.

Scarlett was excited to announce that the Dr. Temple Grandin event was sold out at Sunset Theatre. She reported that staff will be working ahead to promote additional upcoming Sunset Signature Series events soon.

The MAGS Committee met recently to review applications submitted by the Town of Liberty. Funding was approved, and the Town of Liberty will utilize funds to enhance marketing and promotion for its July 4 celebration, as well as to install improved trash receptacles throughout the area.

The Heart of North Carolina Visitors Bureau sponsored a pre-show meet and greet with “2 Guys Named Chris” at The Flying Pig on January 30, 2026, in conjunction with the sold-out performance at Sunset Theatre.

Scarlett informed the Board that TDA staff participated in or are planning to attend the following events:

- Staff continue to present the 2024 Randolph County TDA Annual Report to respective municipal meetings
- A staff member represented TDA at the Randolph Economic Development event hosted by Asheboro/Randolph Chamber of Commerce, held at AVS Banquet Center
- Staff will attend the next Power of Five Chamber event on March 18 at Becker Hill venue.
- Melody Varner attended the annual Travel Adventure Show in Washington, D.C. with the Visit NC group to focus on consumer sales – January 16 – 19
- Staff participated in a mid-year Marketing Strategic planning session on February 5 -6 with a focus on planning for the next six months
- Amber Scarlett attended the RCC Workforce Summit on February 11 – showcased partnerships with Economic Development Corporation, local school systems, and various industries

XIV. Board Member Updates – Rebecca Petty Moffitt

Ross Holt happily announced that the upcoming Sunset Signature Series event, presented in partnership with the NC Zoo and Cooperative Extension featuring Dr. Temple Grandin, had reached full capacity with a waiting list in place. Although the event is free to the public, seats were ticketed online to accommodate the high demand and prevent out-of-town travelers from being turned away.

Leslie Brown reported that recent winter weather resulted in the cancellation of several shows at The Liberty Showcase. She also highlighted upcoming performances, including “Trial by Fire,” a Journey Tribute, and “Puppy Pals” *from America’s Got Talent*, scheduled for March.

Luke Hollingsworth noted that the Valentine’s Dinner & Show at Holly Ridge, produced in collaboration with Rhino Leap Productions, sold out and was a successful event likely to be offered again in 2027.

Rebecca Petty Moffitt reported that Petty Fest is coming up in March.

There was no further discussion across the board.

XV. Adjourn – Rebecca Petty Moffitt, Vice-Chair

Petty Moffitt thanked everyone for attending the board meeting and adjourned the meeting at 2:40 pm.

**NORTH CAROLINA
RANDOLPH COUNTY**

Rebecca Petty Moffitt, Vice-Chair

Brooke D. Thomas, Clerk to the Board