



Board of Directors Meeting Minutes

Wednesday, February 21, 2024, | 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, February 21, 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: David Caughron, Chairman; Rebecca Petty Moffitt, Shawn Patel, Ross Holt, and Amy Struble

Board Members Absent: Leslie Brown, Barbara Gallimore, Luke Hollingsworth, and Diane Villa

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

Guests Present IN PERSON: Kenny Kidd, Randolph County Commissioner Liaison; Larry Penkava, The Randolph HUB; and Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Susan Dosier, DK Communication Group

III. Request to Approve February 21, 2024, Agenda – David Caughron

A motion to approve the agenda for February 21, 2024, as presented, was made by Shawn Patel, and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from January 24, 2024 – David Caughron

A motion to approve the Board of Directors Meeting minutes from January 24, 2024, as presented, was made by Ross Holt, and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

SEE ATTACHMENT #2

V. Presentation of the Randolph County Annual Travel Guide 2024 – Amber Scarlett, Executive Director & Richard Schoenberger, Manor House Creative

Scarlett and Schoenberger presented the Randolph County Annual Travel Guide for 2024.

VI. Request to Approve the TDA Audit Contract with Cherry Bekaert – David Caughron & Will Massie, Finance Director

Massie presented the TDA Audit Contract with Cherry Bekaert.

A motion to approve the TDA Audit Contract with Cherry Bekaert was made by Shawn Patel and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

SEE ATTACHMENT #3

VII. Finance Reporting – Will Massie

- *Finance Report for Month-Ending January 31, 2024*

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

SEE ATTACHMENT #4

VIII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending January 31, 2024*

Scarlett presented the hotel data report ending January 31, 2024.

SEE ATTACHMENT #5

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

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

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

SEE ATTACHMENT # 6 & 7

X. Public Relations Reporting – Susan Dosier, DK Communications Group

- *Public Relations Report for Year Ending December 31, 2023*

Dosier presented the public relations report for the year ending December 31, 2023.

SEE ATTACHMENT # 8

- *Public Relations Report for Month-Ending January 31, 2024*

Dosier presented the public relations report for the month ending January 31, 2024.

SEE ATTACHMENT # 9

XI. Visual Advertisement Reporting – Richard Schoenberger

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

Schoenberger presented the January 31, 2024, visual advertisement report.

SEE ATTACHMENT #10

XII. Executive Director Update – Amber Scarlett

Scarlett updated the TDA Board that Amber Skeen has been preparing the 2024/2025 budget, the contract process with the County Administration, and updating job descriptions for our personnel job classification plan.

Scarlett updated the TDA Board that Wes Alexander has completed his six-month probationary period of employment and will be working toward position goals for annual evaluation. This will include the successful launch of the refreshed website and vigorous social media content and execution.

Scarlett updated the TDA Board that Melody Varner is preparing to represent the Heart of North Carolina and Piedmont at the Travel & Adventure Show, a consumer trade show, in Atlanta, Georgia, on March 8 – 10 in partnership with Visit North Carolina.

Varner is also making plans to represent our organization in the Group Tour market along with the North Carolina Zoo's Sara Pack at the Southeast Tourism Society's Domestic Group Tour Showcase in Little Rock, Arkansas, on March 20 – 23. Varner is wrapping up details of the 10th Annual "See for Yourself" Tour in Randolph County on March 5th.

Scarlett updated the TDA Board that Annette Cagle and the staff at the Visitor Centers are working hard to order new brochures for 2024. During quarterly staff training, Cagle & Scarlett implemented a safety topic calendar.

Scarlett updated the TDA Board that she had overseen the MAGS Committee Meeting, resulting in \$3,000 awarded to Randolph Heritage Conservancy, Inc. to assist in the documentation process of the Rescue and Recovery of Franklinville's Mill Engine – essential to history preservation. Scarlett continues to have conversations and meetings to discuss Marketing & Advertising budget opportunities for partners in 2024/2025. She has also participated in discussions with Randolph Economic Development Corporation in the next phase of their Workforce Recruitment Plan, emphasizing quality of life. Scarlett is working on preliminary details with the Randolph-Asheboro YMCA to serve as the home base for an overnight hosting opportunity of Visit North Carolina's CycleNC Mountains to Coast bicycle ride in October 2025.

XIII. Board Member Updates – David Caughron

Amy Struble updated the TDA Board that rooms for business travel are still picking back up.

Shawn Patel updated the TDA Board that sport and business travel is hectic.

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

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

David Caughron updated the TDA Board that Randleman would host a Spring Fling on March 23rd from 9 AM to 2 PM.

XIV. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be March 20, 2024.

A motion to adjourn the TDA Board Meeting on Wednesday, February 21, 2024, was made by Rebecca Petty Moffitt and was seconded by Ross Holt and the motion was unanimously approved. The meeting was adjourned at 2: 59 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board