



Board of Directors Meeting Minutes

Wednesday, March 20, 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, March 20, 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; Leslie Brown, Barbara Gallimore, Luke Hollingsworth, Ross Holt, Rebecca Petty Moffitt, and Amy Struble

Board Members Absent: Shawn Patel 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: Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Susan Dosier, DK Communication Group

III. Request to Approve March 20, 2024, Agenda – David Caughron

A motion to approve the agenda for March 20, 2024, as presented, was made by Luke Hollingsworth, and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from February 21, 2024 – David Caughron

A motion to approve the Board of Directors Meeting minutes from February 21, 2024, as presented, was made by Ross Holt, and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

SEE ATTACHMENT #2

V. Review for 2024-25 Budget Schedule – Will Massie, Finance Director, and Amber Skeen, Director of Office Administration

Will Massie presented the 2024-25 TDA Budget Schedule for the next few months.

SEE ATTACHMENT #3

VI. Finance Reporting – Will Massie

- *Finance Report for Month-Ending February 29, 2024*

Massie reviewed the year-to-date report on the revenues and expenditures for February 29, 2024.

SEE ATTACHMENT #4

VII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending February 29, 2024*

Scarlett presented the hotel data report ending February 29, 2024.

SEE ATTACHMENT #5

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

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending February 29, 2024*

Cagle presented the attendance data comparison and guest registrant report ending February 29, 2024.

SEE ATTACHMENT # 6 & 7

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

- *Public Relations Report for Month-Ending February 29, 2024*

Dosier presented the public relations report for the month ending February 29, 2024.

SEE ATTACHMENT # 8

X. Visual Advertisement Reporting – Richard Schoenberger

- *Advertising Report for Month-Ending February 29, 2024*

Schoenberger presented the February 29, 2024, visual advertisement report.

SEE ATTACHMENT #9

XI. Executive Director Update – Amber Scarlett

Amber Scarlett updated the TDA Board Members that Amber Skeen, Director of Office Administration, was working with Randolph County Human Resources to ensure policies are aligned with the upcoming budget year.

She informed the TDA Board Members that Wes Alexander, Digital Content Coordinator, was working on transferring data from the current website to the new website. Alexander has been working on training sessions for the website launch in May. He is also collecting content for Spring events & activities related to our 50 Fabulous Finds.

Scarlett updated the TDA Board Members that Melody Varner, the Tourism Marketing Coordinator, is currently attending the Southeast Tourism Society’s Domestic Group Tour Showcase in Little Rock, Arkansas, on March 20 – 23. Scarlett also explained how Varner organized and hosted a successful 10th Annual “See for Yourself” Tour at the North Carolina Zoo, Victory Junction, Downtown Randleman/Commerce Square, and Petty Family Attractions on March 5th. Varner also attended the Travel & Adventure Consumer trade show in Atlanta on March 9th & 10th, sharing travel information with over 12,000 attendees.

Scarlett updated the TDA Board Members that Annette Cagle, Director of Visitor Services & Information at the Visitor Centers, interacted with Welcome Center Managers at the Visit North Carolina Tourism Conference earlier this week; they discussed successes and challenges and strengthened their relationship. Cagle is also working on plans for National Travel and Tourism Week by hosting tourism partners from across Randolph County on both the Northbound and Southbound sides of the Visitor Centers. Scarlett explained how this would take place on Thursday, May 23, right before the Memorial Day holiday weekend.

Scarlett updated the TDA Board Members that she participated in the Hospitality Tent at the Archdale-Trinity Chamber Junior Golf Tournament at Holly Ridge Golf Links on Saturday, March 2, 2024. She also attended the Year of the Trail Celebration at Dorothea Dix Park on March 11th in Raleigh, where 50-75 regional and state trail enthusiasts and

the Governor joined her. She also informed them that she and Annette Cagle, Director of Visitor Services & Information and North Carolina Zoo team, attended the Visit North Carolina Tourism Conference in Greenville, NC, on March 17 – 19. She explained how they networked with industry leaders and colleagues, inspired by keynote speakers on integrated marketing with AI, Accessibility topics, Tourism Forecasting, and marketing through Podcasts. And how they also connected with our PTDMO partners for marketing discussions for the upcoming budget year. Scarlett was also expected to be hosting a conversation with Randolph County Cooperative Extension for the operational business plan of the Ag Center. Scarlett updated the TDA Board Members that she plans to present a Tourism Update and Partner Collaboration Efforts to the Asheboro City Council during their April 4th meeting as we continue to share marketing and advertising initiatives for multiple facilities operated by the City of Asheboro. She explained how the Marketing Team and North Carolina Zoo’s Marketing Team will present an update to the 800-VisitNC Call Center on April 11th in Raleigh. Scarlett was also excited to inform everyone that the TDA would host a summer college intern, Jessica “Jessie” Pittman, a North Carolina State University student, from June to August through the Golden LEAF Rural Internship Initiative program, fully funded by Golden LEAF. Jessie interned at the North Carolina Zoo last summer through this same program. The TDA looks forward to having her join us and learning more about our organization and its mission.

Scarlett did not want the TDA Board to miss a few events, such as the ribbon cutting at Creekside Park for the Agility Dog Course at Barkdale Park. Also, on April 26th, Archdale-Trinity Chamber of Commerce will host a Lunch with Lawmakers at Colonial Country Club. Then, on Thursday, May 2nd, at 8 am, the Triad Business Journal will host a panel discussion at the North Carolina Zoo as a Spotlight on Randolph County. And then, finally, on Saturday, May 4th at 10 am, the Zoo City SportsPlex will be hosting its Grand Opening.

XII. Board Member Updates – David Caughron

Ross Holt updated the TDA Board Members that the Friends of the Library is working on a new website.

Leslie Brown updated the TDA Board Members that The Liberty Showcase Theater had been busy with different events and that around 87 percent of the guests were from out of town.

Barbara Gallimore updated TDA Board Members that Downtown Asheboro would host their Spring Fling on March 23rd. She also explained how that on April 20th, Downtown Asheboro would be hosting Zoo City StrEAT Fest and Sunset Ave would be closed.

Amy Struble updated the TDA Board Member that the hotels are still busy with business travel.

Luke Hollingsworth updated the TDA Board Members that Holly Ridge Golf Links had an excellent turnout for the Jr. Golf Tournament in the first part of March. He also informed them they would be hosting another tournament on May 9th.

Rebecca Petty Moffitt updated the TDA Board Members that the Petty Museum would host Petty Fest on April 20th.

David Caughron updated the TDA Board Members that Randleman would host their Spring Fling on March 23rd from 9-4.

David Caughron informed the TDA Board Members that Diane Villa could not attend today's meeting, but she did have some updates for the North Carolina Zoo. Caughron said the North Carolina Zoo was excited about the upcoming Spring and Summer events. He also informed them there was no gate price increase for the 2024-25 season. The North Carolina Zoo also plans to celebrate Earth Day on April 22nd. He also informed everyone that the giraffe deck is planning to open on March 29, the ostriches will return in April, and the butterfly will return in May. The North Carolina Zoo is excited to announce they will start hiring for Asia in July. He explained How is the master planning for Aviary, Australia, Glamping, renovations, and staff office spaces for March 2026/27? Caughron also announced that attendance is solid. Once they reach parking capacity, we will direct the waiting guests to Asheboro and Seagrove until the parking lot opens.

XIII. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be April 17, 2024.

A motion to adjourn the TDA Board Meeting on Wednesday, March 20, 2024, was made by Rebecca Petty Moffitt and was seconded by Luke Hollingsworth and the motion was unanimously approved. The meeting was adjourned at 2:52 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board