Board of Directors Meeting Minutes
Wednesday, April 15, 2026, | 2:00 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, Board Chair, at 2:00 pm on Wednesday, April 15, 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: David Caughron, Chairman; Rebecca Petty Moffitt, Vice-Chair; Ross Holt; Luke Hollingsworth; Shawn Patel; Amy Struble

Board Members Absent: Diane Villa; Leslie Brown; Barbara Gallimore

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

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

Guest Video Presentation on ZOOM: Susan Dosier, DK Communications

III. Request to Approve April 15, 2026, Agenda – David Caughron, Chair

David Caughron presented the April 15, 2026, Board agenda for review/approval.

Luke Hollingsworth made a motion to approve the agenda for April 15, 2026, as presented, and Shawn Patel seconded the motion. The motion passed on a 6 – 0 vote.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from March 25, 2026 – David Caughron, Chair

David Caughron presented the Board meeting minutes from March 25, 2026, for review/approval.

A motion was made by Amy Struble to approve March 25, 2026, Board meeting minutes as presented. Ross Holt seconded the motion, and it carried on a 6-0 vote.

SEE ATTACHMENT #2

V. Presentation of FY 2026/27 TDA Draft Budget Proposal – Will Massie, Finance Officer

Will Massie, Finance Officer, presented the draft budget proposal for the Board's review and noted that the continued decline in revenues reflected a $65,000 decrease compared to the FY 2025/26 budget. Brooke Thomas, Clerk to the Board, reviewed several expenditure lines items that were adjusted to align with the reduced revenue projections. The draft budget was previously reviewed by the TDA Finance Committee prior to presentation to the full Board. Board members discussed the draft budget proposal with no recommendations for revision.

SEE ATTACHMENT #3

VI. Finance Reporting – Will Massie, Finance Director

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

Massie provided an overview of the March financial statements, noting that revenues continue to trend downward. He stated that TDA has maintained a sound appropriated fund balance; however, as planning begins for the FY 2027/28 budget, it will be important to evaluate whether appropriated funds should be utilized to supplement the budget.

SEE ATTACHMENT #4

VII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending March 31, 2026*
- *Hotel Data Report for 1st Quarter-Ending March 31, 2026*

Scarlett made a request to table the hotel data reports to the May board meeting. To date, reports had not been received.

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

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending March 31, 2026*
- *Attendance Data Comparison & Guest Registrant Reports for 1st Quarter-Ending March 31, 2026*

Cagle presented the Visitor Centers attendance data and guest registration reports for the month ending March 31, 2026, highlighting a total of 10,388 guests. The total number of visitors for the first quarter-ending March 31, 2026, totaled 15,393 guests which is an 18% increase from calendar year 2025. Visitor Centers staff will celebrate National Tea Day on April 22. National Travel & Tourism Week will be held May 3 – 9 with various activities.

SEE ATTACHMENTS #5-7

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

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

Alexander presented digital content reports for the month ending March 31, 2026. He noted that the timing of content release may impact engagement levels and stated that he would explore alternative posting times to evaluate effectiveness.

SEE ATTACHMENTS #8-9

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

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

Dosier presented the Public Relations report covering the period ending March 31, 2026.

SEE ATTACHMENT #10

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

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

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

SEE ATTACHMENT #11

XII. Executive Director Update – Amber Scarlett

Scarlett reported that planning and collaboration are progressing with the City of Asheboro, North Carolina Zoo, the Asheboro/Randolph Chamber of Commerce and the Economic Development Corporation to host FIFA World Cup watch parties and utilize the opportunity to invite visitors to the Randolph County area. FIFA World Cup teams from Norway and Germany will be practicing at nearby fields in Greensboro and Winston-Salem.

Scarlett shared collaboration efforts to develop a plan with Taylor Wright, Agricultural Center, for small meetings market trade show representation and with Trevor Nutall and Alyssa Chapuis, City of Asheboro representatives, for sports marketing trade show representation in the upcoming budget year. Scarlett noted that she had reached out to Archdale and Randleman Parks & Recreation departments to determine future needs and goals.

Melody Varner, Tourism Marketing Coordinator, recently applied for and received a scholarship to STS Marketing College in May. She was selected out of the entire pool of applicants in the state of North Carolina to receive this scholarship.

Scarlett informed the Board that TDA staff recently participated in the following events:

- April 11 – Common Ground Festival Open House at the Randolph County Agricultural Center with an estimated attendance of 5,700 visitors
- April 11 – Liberty Chamber Annual Dinner at the Harvest House in Ramseur

Scarlett noted upcoming dates of importance:

- April 17 – Leadership team will participate in the Kick-Off event for the Concert Series in Downtown Asheboro Bicentennial Park

- April 23 – Staff and partners from the NC Zoo and Downtown Asheboro will travel to the Women's Correctional Facility in Raleigh to update the team at 800-VisitNC on visitor experiences in Randolph County
- April 25 – 29 – High Point Furniture Market; TDA staff provide promotional items in hotels for Furniture Market guests
- April 28 – Archdale-Trinity Chamber Annual Awards Luncheon; tickets for staff and board members are available
- May 3 – *The American Constitution,* a documentary film will be shown at Sunset Theatre, along with a discussion with filmmaker, David Garrigus to follow
- May 5 – Staff will meet with the Town of Franklinville leadership to discuss next steps in Trail Town designation through Outdoor NC programming
- May 13 – Blue Jeans & Boots event at Adaumont Farms; tickets are available to staff and board members
- May 19 – Randleman Chamber Annual Awards Dinner will be held at AVS in Asheboro; tickets are available for staff and board members
- May 23 – Colonel Joseph Marm, Medal of Honor Recipient will speak at Sunset Theatre as the next guest of the Sunset Signature Series
- May 29 – TDA will co-sponsor Tourism Night with the NC Zoo at the Asheboro Zookeepers opening Friday night of the season. Fireworks will be on display as part of the sponsorship.

XIII. Board Member Updates – David Caughron

Ross Holt reported on the highly successful Ag Center Open House held on April 11. He noted that the Randolph County Mobile Library unit was set up in the main parking lot and included a promotional table for the upcoming America 250 event, *The American Constitution* documentary film, scheduled to be shown on May 3, 2026, at the Sunset Theatre. Holt also shared a recent survey satisfaction response received from an out-of-town visitor who was researching ancestry information. The guest spoke highly of the library staff, the ancestry room, and the area.

Luke Hollingsworth stated that the golf industry is currently very active due to favorable weather conditions. Several tournaments are scheduled to take place in April and May, including the Randleman High School Boosters, Room at the Inn (a homeless teen pregnancy coalition), and Quaker Lake and Rehobeth United Methodist Churches. Hollingsworth also noted that local artists will perform at Holly Ridge for Crash Radio on May 4 and tickets are currently on sale.

Amy Struble stated that activity related to the upcoming High Point Furniture Market has increased but remains slower compared to last year. She stated that hotel staff are utilizing TDA-provided collateral materials to welcome Furniture Market guests.

Shawn Patel reported that spring break resulted in a high volume of hotel occupancy, driven largely by increased visitation to the North Carolina Zoo. Patel

expressed optimism that travel demand for the spring and summer 2026 seasons will continue to increase.

Rebecca Petty Moffitt announced that the annual Blue Jeans & Boots fundraising event will take place on May 13 at Adaumont Farms.

Commissioner Kenny Kidd thanked TDA staff for their continued and consistent work in support of tourism efforts.

David Caughron reported that the Randleman Chamber of Commerce will host a Spring Fling event on Saturday, April 18, in Commerce Square. He also shared that the Market & Music series will begin on Friday, May 1, featuring the Special Occasion Band, along with vendors, food trucks and a beer garden.

Larry Penkava, Randolph Hub, noted that while recently traveling in the Dominican Republic, he encountered an individual reading *Counting Miracles* and took the opportunity to speak highly about Randolph County, NC.

There was no further discussion across the board.

XIV. <u>Adjourn – David Caughron, Board Chair</u>

Caughron thanked everyone for attending the board meeting. A motion to adjourn was made by Amy Struble, seconded by Ross Holt, and approved unanimously. The meeting adjourned at 2:58 pm.

NORTH CAROLINA
RANDOLPH COUNTY

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David Caughron, Board Chair

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Brooke D. Thomas, Clerk to the Board