



Board of Directors Meeting Minutes

Wednesday, April 17, 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, April 17, 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, Amy Struble, and Diane Villa

Board Members Absent: Shawn Patel

Staff Members Present IN PERSON: Wes Alexander, Digital Content Coordinator; 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: Larry Penkava, Randolph Hub; and Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Laura Connell, Simpleview; Susan Dosier, DK Communication Group; and Sarah Taake, Simpleview

III. Request to Approve April 17, 2024, Agenda – David Caughron

A motion to approve the agenda for April 17, 2024, as presented, was made by Ross Holt, and seconded by Diane Villa, and the motion was unanimously approved.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from March 20, 2024 – David Caughron

A motion to approve the Board of Directors Meeting minutes from March 20, 2024, as presented, was made by Rebecca Petty Moffitt and seconded by Luke Hollingsworth, and the motion was unanimously approved.

SEE ATTACHMENT #2

V. Presentation of HeartofNorthCarolina.com Content Management System and Overview – Sara Taake, CMS Project Manager, and Laura Connell, Customer Success Manager | Simpleview

Sara Taake and Laura Connell present the new HeartofNorthcarolina.com Website to the TDA Board.

VI. Personnel Committee Update for 2024 – 2025 Job Classification Plan and Step Chart Adjustments – David Caughron and Amber Skeen, Director of Office Administration

Caughron updated the TDA Board Members that on Monday, April 15th, at the Executive/Personnel Meeting, the Personnel Committee approved the 2024-25 Job Classification Plan and the Step Chart adjustment for the TDA. He explained the 2024-25 Job Classification Plan and Step Chart did not include a COLA for the TDA or VC employees. However, once the Randolph County Commission approves a COLA increase for Randolph County employees in June, the TDA Board will consider approving a COLA increase for the TDA and VC employees.

Skeen updated the TDA Board Member on a few changes for the 2024-25 Classification Plan. She explained that the Visitor Services & Information Counselor position in grade 305 and the Tourism Information Coordinator position in grade 306 had been frozen for a few years due to the Visitor Centers not having the money to increase the pay. However, the leadership team and the Personnel Committee feel we must get everyone up to the minimum pay rate. Skeen explained how she had worked on the budget and devised a plan. She reminded the TDA Board that the TDA covered the ADMIN cost for the Visitor Centers before COVID-19. But during COVID, with extra hours and extra money, the Visitor Centers took the ADMIN cost back over. She said that if the TDA were to take the ADMIN cost back over for the Visitor Centers, then there would be enough money in the Visitor Centers' budget to cover the extra personnel costs.

She also explained that a few extra grades had been added to the classification plan. She reminded the TDA Board Members that the old plan stopped at 329. However, when working with Susan Wagner in the County HR, she noticed that the County's classification Plan went up to 135. So again, just trying to ensure that the TDA was in line with the county, she felt it was best for the TDA's Classification Plan to reveal that as well.

Skeen also explained how, when going through all the grades and hourly rates of pay, they made sure that they were the same as the county hourly rate of pay. They realized that a few positions were a few pennies off in pay. She explained how, in July, with the 24/25 budget, the TDA would ensure everyone was getting paid the rate of pay across the county.

Skeen also explained how the updated TDA Pay Plan Step Chart for Hourly or Semi-Monthly Rate of Pay works.

There were no questions from the TDA Board.

SEE ATTACHMENT #3

VII. Presentation of 2024 – 2025 Authority DRAFT Budget Proposal - Will Massie, Finance Officer

Massie presented the draft 2024-25 budget for the TDA and VC.

SEE ATTACHMENT #4

VIII. Finance Reporting – Will Massie

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

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

SEE ATTACHMENT #5

IX. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Endings March 31, 2024*
- *Hotel Data Report for 1st Quarter Ending March 31, 2024*

Scarlett informed the TDA Board Members that she had not received the March Hotel Data Report and asked that these line items be tabled to next month.

X. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of

- *Visitor Services & Information Attendance Data Comparison & Guest Registrant Reports for March 31, 2024*

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

SEE ATTACHMENT #6 & 7

- *Attendance Data Comparison & Guest Registrant Report for 1st Quarter Ending March 31, 2024*

Cagle presented the attendance Data Comparison & Guest Registrant Report for the 1st Quarter ending March 31, 2024.

SEE ATTACHMENT #8

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

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

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

SEE ATTACHMENT #9

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

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

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

SEE ATTACHMENT #10

XIII. Executive Director Update – Amber Scarlett

Scarlett updated the TDA Board Members that Amber Skeen, Director of Office Administration, was working closely with Randolph County Human Resources on the 2024-25 TDA Classification Plan & Step Chart for all employees. Skeen is also working on the 2024-25 Budget for TDA and VC and closing the 2023-24 Budget. She continues to update job descriptions for both TDA and VCs and assists Amber Scarlett in inputting the 2024-25 advertising and services contracts to the County Control system. Skeen has also been working with Annette Cagle at the VCs to update signage and marketing materials with a follow-up walk-through with graphic designer Richard Schoenberger. Skeen has also been working with Doyle Craven and Annette Cagle on ordering office supplies and promotional materials for the respective locations.

Scarlett updated the TDA Board Members that Doyle Craven, Tourism Services Coordinator, had fulfilled 419 individual requests for Heart of North Carolina Travel Guides and other brochures/information. Craven had also delivered or organized delivery for 151 different businesses/organizations. Based on our communication, Scarlett said that they had dropped-shipped 32,000 2024 Travel Guides to another fifty-five distribution outlets throughout the state. Craven also sent 2024 Seagrove Area Pottery Maps/Brochures and Yogi Bear's Jellystone Camp Resort brochures for 2024 to all nine North Carolina State Welcome Centers. Craven had also

assembled brochures and promotional items for thirteen events, tours, or group meetings. He has also finalized all contacts for Annual Attraction Visitation Numbers 2023 in preparation for the 2023 Annual Report.

Scarlett updated the TDA Board Members that Wes Alexander attended the Liberty Chamber Luncheon earlier this month. He also continues developing social strategies for upcoming spring/summer events with latest content and content creation ideas. He is also continuing to work hard to create a new CRM and CMS website.

Scarlett updated the TDA Board Members that Melody Varner, Tourism Marketing Coordinator, was a judge at Trinity High School for the Academy of Hospitality & Tourism Project. She explained that the Group presented a plan for a senior trip. They had to share their locations, transportation, accommodations, activities, and meals. Scarlett also updated them that Varner had also made a presentation to twenty employees at The Timken Company at Lunch & Learn. Varner had also created a group tour itinerary for a special interest group, Porsche Club to the Seagrove Pottery community, where they visited Eck McCanless Pottery on April 13th. Varner had also assisted DK Communications Group in the Spring Media Tour, including helping with accommodations, dining, and activities communications. Varner had also distributed the 2024 Travel Guides and High Point Furniture Market promotional items to area hotels during monthly visits and completed quarterly Campgrounds visits.

Scarlett updated the TDA Board Members that Annette Cagle, Director of Visitor Services & Information, celebrated National Children's Craft Day on Thursday, March 14th. She said they had 137 visitors and gave away free books from the Randolph County Partnership for Children and coloring pages and crayons from the Randolph County Arts Guild. Scarlett also informed them that the Visitor Centers would be hosting National Mother Earth Day on April 22nd, and free seed packets were provided by NCDOT to be given away. Scarlett updated the TDA Board that the next Visitor Center Quarterly staff meeting is scheduled for Tuesday, May 14th, but they have not had a location nailed down yet. Cagle also works closely with the VCs team to improve the guest registry numbers. Cagle was also excited to announce the quarter's winner of the North Carolina Zoo tickets and \$100.00 VISA card was Michelle Doiron from Hickory.

Scarlett updated the TDA Board Members that she would be presenting a presentation on Tourism Update and Partner Collaboration Efforts to the Asheboro City Council during their April 4th meeting. This is so that the TDA can continue to share marketing and advertising initiatives for multiple facilities operated by the City of Asheboro on Sunset Theatre, Zoo City Sportsplex, Downtown Asheboro, and Bicentennial Park events. Scarlett had also participated in a four-day training class with Simpleview on an intensive Content Management System for the new website. Scarlett also informed the TDA Board that she received an update from the City of Asheboro's Planning Department and Feasibility Study group on the North Asheboro Greenway Project. And that she attended the Piedmont Trails Summit event in Kernersville on April 10th. Scarlett is also continuing to plan details on an information tent with Downtown Asheboro Inc. and the Tour de Cure Event Coordinator for the American Diabetes Association cycling event on Saturday, May 18th. Scarlett is working with Chris Wicker on the logistics of two Cycle NC rest stops in Randolph County for October 9, 2024, at the Petty Museum and the other in Liberty.

Scarlett updated the TDA Board on a few events: the Archdale-Trinity Chamber of Commerce will host a Lunch with Lawmakers at Colonial Country Club on Friday, April 26th, at 11:30 AM; the Triad Business Journal Spotlight on Randolph County Event on Thursday, May 2nd, at 8 AM; and the Grand Opening for the Zoo City Sportsplex on Saturday, May 4th, at 10 AM.

XIV. Board Member Updates – David Caughron

Ross Holt updated the TDA Board that Asheboro City Council had accepted two new Historic sites for Asheboro. He also updated them that the City of Asheboro is working hard on the city garden and hopes to have that going soon. Holt also announced that David Caughron would be the guest speaker at Asheboro Randolph Liberty next Thursday.

Leslie Brown updated the TDA Board that The Liberty Showcase would host Junior Brown on April 15th. She also talked about how over fifty percent of the guests who visited the showcase were outside Randolph County.

Diane Villa updated the TDA Board that the North Carolina Zoo was getting into its busy season. She also invited everyone to Downtown Asheboro this Saturday night for the Downtown Asheboro StrEAT Fest. She explained that she had also been working with Susan Dosier on an agenda for the media quest on the weekend. She was also excited to announce that they had a record in March with over 128,000 visitors at the North Carolina Zoo.

Amy Struble updated the TDA Board that today was the market's last day, and they had seen a little drop since the last Market. But everything was still busy with sports travel.

Barbara Gallimore updated the TDA Board that Downtown Asheboro was working on getting ready for the StrEAT Fest this weekend. She told the TDA Board that Sunset Ave would be closed for this event so the restaurant could have seats outside in the streets. She also informed the board that they would be hosting a Bluegrass band this Friday night at the Sunset Theater, which always brings many people downtown.

Luke Hollingsworth updated the TDA Board that Holly Ridge Golf Links would host Libations at the Links every Friday at 5:30 PM for five weeks.

Rebecca Petty Moffitt updated the TDA Board that the Petty Museum would host the Petty Fest from 9 AM to 1 PM this weekend. She also informed them that Victory Junction Camp would be hosting the Kyle Petty Charity Ride on May 10th, and the Petty Museum would be hosting Blue Jeans and Boot on May 15th.

XV. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be May 15, 2024.

A motion to adjourn the TDA Board Meeting on Wednesday, April 17, 2024, was made by Ross Holt and was seconded by Rebecca Petty Moffitt and the motion was unanimously approved. The meeting was adjourned at 3:43 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board