



Board of Directors Meeting Minutes

Wednesday, May 15, 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, May 15, 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; Luke Hollingsworth, Ross Holt, Rebecca Petty Moffitt, Shawn Patel, Amy Struble, and Diane Villa

Board Members Absent: Leslie Brown and Barbara Gallimore

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: Larry Penkava, Randolph Hub; and Richard Schoenberger, Manor House Creative; Jeremy Skidmore, RhinoLeap Productions

Guests Present by ZOOM: Susan Dosier, DK Communication Group

III. Request to Approve May 15, 2024, Agenda – David Caughron

A motion to approve the agenda for May 15, 2024, as presented, was made by Rebecca Petty Moffitt, and seconded by Luke Hollingsworth, and the motion was unanimously approved.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from April 17, 2024 – David Caughron

A motion to approve the Board of Directors Meeting minutes from April 17, 2024, as presented, was made by Amy Struble, and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #2

V. Update from RhinoLeap Productions – Jeremy Skidmore, Executive Director

Jeremy Skidmore with RhinoLeap Productions gave an update on what is happening in the 2024-25 production year with RhinoLeap. He explained how they are trying to look outside of the theater life and how their audience is starting to grow. He explained how they have been in over seventeen different counties in North Carolina. He also explained how they are doing Crash Radio, a 90-minute-long radio show with various music. Skidmore also informed everyone that the summer programs for the students will start soon.

VI. Public Hearing on the 2024-2025 Authority Proposed Budget – Amber Skeen, Director of Office Administration

Caughron opened the Public Hearing on the 2024 - 2025 Budget and asked the Clerk to read the General Statute as follows:

Pursuant to NCGS 159-12, the Board shall hold a public hearing on the proposed budget, at which time any person who wish to be heard may appear. NCGS 160A-81 provides general authority to regulate conduct at public hearings relating to the number of people who speak, the length of time, and the authority to maintain order. The following are the guidelines established for this budget public hearing:

- Each speaker must first provide their name both orally and in writing before speaking.
- Comments are restricted to topics that relate to the proposed budget.
- Public Comment rules have been set by the Executive Committee to allow each speaker a maximum of three minutes to make comments. Additional time may be granted at the discretion of the Chairman.
- Comments are to be directed to the Board and not to one individual Member.
- The response, discussion, or action concerning issues raised during the public input session will be at the discretion of the Board.
- Speakers will be courteous in their language and presentation.
- Speakers should not discuss matters which concern the candidacy of any person seeking public office or matters in current or anticipated litigation.

With no members of the public present to speak, Caughron closed the Public Hearing.

VII. Adoption of 2024-2025 Authority Budget Proposal – David Caughron

A motion to adopt the 2024-2025 Authority Budget as presented was made by Rebecca Petty Moffitt and seconded by Shawn Patel, and the motion was unanimously approved.

SEE ATTACHMENT #3

VIII. Update of 2024-2025 Contracted Services and Advertising/Marketing Contracts – Amber Scarlett, Executive Director

Scarlett updated the TDA Board Members on the 2024-25 Contracted Services and Advertising/ Marketing Contract. She explained that Amber Skeen has been working on the Visitor Centers Contract with the NC Department of Transportation. She also explained how she had been working with Manor House Creative and DK Communications Group on finalizing their contracts. She also informed them that we had already approved Triad Hosting and Simpleview’s contracts.

IX. Finance Reporting – Will Massie

- *Finance Report for Month-Ending April 30, 2024*

Massie reviewed the year-to-date report on the revenues and expenditures for April 30, 2024.

SEE ATTACHMENT #4

- *Request to Approve Budget Amendment #2024-09*
- *Request to Approve Budget Amendment #2024-10*

A motion to approve Budget Amendment #2024-09 & 10, as presented, was made by Luke Hollingsworth, and seconded by Rebecca Petty Moffitt and the motion was unanimously approved.

SEE ATTACHMENT #5 & 6

X. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Endings March 31, 2024 & April 30, 2024*

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

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

SEE ATTACHMENT #7

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

Scarlett presented the first quarter hotel data report ending March 31, 2024.

SEE ATTACHMENT #8

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

- *Visitor Services & Information Attendance Data Comparison & Guest Registrant Reports for April 30, 2024*

Cagle presented the attendance data comparison and guest registrant report ending April 30, 2024.

SEE ATTACHMENT #9 & 10

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

- *Public Relations Report for Month-Ending April 30, 2024*

Dosier presented the public relations report for the month ending April 30, 2024.

SEE ATTACHMENT #11

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

- *Advertising Report for Month-Ending April 30, 2024*

Schoenberger presented the April visual advertisement report.

SEE ATTACHMENT #12

XIV. Executive Director Update – Amber Scarlett

Scarlett updated the TDA Board that she is continuing the process of creating marketing plan commitments/agreements for the 2024 – 2025 budget year. She has also reached out to partners that have requested sponsorships in the past and is making the final outreach to municipalities that have not submitted MAGS application forms for the 2023-24 budget year.

Scarlett also informed the TDA Board that the TDA Team had attended a few lunches and dinners over the past month. These include Lunch with Lawmakers on April 26th, hosted by Archdale-Trinity Chamber of Commerce at Colonial Country Club and the Liberty Chamber of Commerce Annual Dinner on May 11th at The Roost at Butler Farm. She also explained how she attended the Zoo City SportsPlex Grand Opening on May 4th and presented a tourism update at the Leadership Randolph on May 9th. She was also pleased

to announce that some of the TDA Team attended the Kyle Petty Charity Ride on May 10th at Victory Junction Camp, where they handed out promotional items to the riders.

Scarlett also informed the TDA Board that the TDA Team was planning on attending the Petty Blue Jeans & Boots Dinner on May 15th at the Petty Family Farm, the Tour de Cure Tabling Event on May 18th at the Bicentennial Park in downtown Asheboro, the Randleman Chamber of Commerce Annual Dinner on May 21st at Millikan Farms, and the Randolph County Economic Development Annual Meeting on June 18th at the Harvest House in Ramseur. She also updated the Board on some other meetings that they are planning over the next few weeks, like a meeting with Chatham County TDA on May 21st to discuss their partnership with the Chatham Ag Center & Chatham Sports Alliance, the Mill Open House Event on May 22nd, where developers and investors will tour the property in Downtown Asheboro. She explained that Melody Varner would be a judge on May 30th at the Academy of Hospitality & Tourism at Trinity High School. She also invited everyone to the ZooKeepers Tourism Night with North Carolina Zoo on June 12th at McCrary Ballpark and the Caraway Speedway on June 15th. She explained how, at both events, the staff will have a tent and table set up, handing out promotional materials to visitors for the events.

XV. Board Member Updates – David Caughron

Ross Holt updated the TDA Board this Saturday from 9 AM to Noon that the Asheboro Public Library would host their second annual Comic Con. This event is free and fun for all fans of pop culture, anime, super fandom, and comic books. They would have professional comic book artists and enjoy unique FX makeup demos, photo ops, cosplay contests, and more. He also was excited to announce that the summer reading program was getting ready to start.

Diane Villa updated the TDA Board that the North Carolina Zoo was still celebrating its 50th anniversary with lots of fun activities and particular TV advertising. She explained how the North Carolina Zoo had a record number of visitors in April.

Amy Struble updated the TDA Board that the hotels in Archdale are still holding strong with business travel during the week. She explained how the room occupancy for the Furniture Market in April was not as good as expected, but they are hopeful for the fall market.

Shawn Patel updated the TDA Board that the hotels in Asheboro are also holding strong with business travel during the week, and then on the weekend, they are seeing visitors going to the North Carolina Zoo and different sports events. He announced that the renovations at the Quality Inn were complete.

Luke Hollingsworth updated the TDA Board that Holly Ridge Golf Links is starting to see an uptick in attendance. He explained that they have been hosting more events than in the past, and they were excited to announce they would be hosting the Asheboro Randolph Chamber Annual Retreat in October this year.

Rebecca Petty Moffitt updated the TDA Board that the Petty Museum would host the Petty Fest next weekend. She explained that this was the best event for the Petty Museum hosties. She also reminded everyone about the Blue Jeans and Boots Event that night.

David Caughron updated the TDA Board that Snyder Farm Restaurant's last day open was last Sunday and that Just Desserts and Catering had purchased the building and would open a catering venue.

XVI. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be June 19th at 2 PM.

A motion to adjourn the TDA Board Meeting on Wednesday, May 15, 2024, was made by Ross Holt and was seconded by Amy Struble and the motion was unanimously approved. The meeting was adjourned at 3:17 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board