Board of Directors Meeting Minutes
Wednesday, June 17, 2026, | 2 pm

Randolph County Tourism Development Authority
Phillip Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC

I. Call to Order – Rebecca Petty Moffitt, Vice-Chair

The Randolph County Tourism Development Authority Board of Directors meeting was called to order by Rebecca Petty Moffitt, Vice-Chair, at 2:00 pm on Wednesday, June 17, 2026, at the Randolph County Tourism Development Authority, in the Phillip Kemp Meeting Room, 500 Albemarle Rd., Asheboro North Carolina.

II. Roll Call of Board Members – Brooke Thomas, Clerk to the Board

Board Member Present IN PERSON: Rebecca Petty Moffitt, Vice-Chair, Leslie Brown, Ross Holt, Shawn Patel, Barbara Gallimore

Board Members Absent: David Caughron, Amy Struble, Diane Villa, Luke Hollingsworth

Staff Members Present IN PERSON: Amber Scarlett, Executive Director; Brooke Thomas, Clerk to the Board; Will Massie, Finance Officer; Michael McKenzie, Deputy Finance Officer; Annette Cagle, Director of Visitor Services & Information; Melody Varner, Tourism Marketing Coordinator

Guests Present IN PERSON: Kenny Kidd, County Commissioner

Guests Present by ZOOM: Richard Schoenberger, Manor House Creative

III. Request to Approve June 17, 2026, Agenda – Rebecca Petty Moffitt

Brooke Thomas, Clerk to the Board, recommended incorporating the meeting agenda for the June 17, 2026 meeting into the consent agenda for consideration at the August 19, 2026, board meeting.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from May 20, 2026 – Rebecca Petty Moffitt

Brooke Thomas, Clerk to the Board, recommended including the May 20, 2026, TDA Board Meeting minutes in the consent agenda for consideration at the August 19, 2026, board meeting.

SEE ATTACHMENT #2

V. Southeast Tourism Marketing College Update – Melody Varner

Melody Varner, Tourism Marketing Coordinator, provided an update on her recent participation in year two of the Southeast Tourism Marketing College at Mercer University in Macon, Georgia. She explained that the program offers advanced destination marketing training and noted that she will earn the Tourism Marketing Professional (TMP) designation upon successful completion of the program's third year. Board members congratulated Varner on her achievement and continued professional development.

VI. Update on FY 2026/27 Contracted Services and Advertising/Marketing Contracts – Amber Scarlett, Executive Director

Amber Scarlett, Executive Director, provided an update on current contractors and advertising partners, noting that all partnerships will remain unchanged from Fiscal Year 2025–26.

VII. Request for TDA Gift Card Policy Approval – Brooke Thomas

Thomas presented a newly developed TDA Gift Card Policy for Board review and approval. She explained that the policy aligns TDA procedures with County Finance requirements and strengthens internal controls related to the purchase, distribution, and tracking of gift cards, which are considered cash equivalents. Thomas highlighted key procedures outlined in the policy and noted that due to the need for the policy to become effective on July 1, 2026, it would be submitted to board members for approval via electronic vote.

SEE ATTACHMENT #3 - 6

VIII. Presentation & Adoption of FY 2026/27 Marketing Plan & Program of Work – Amber Scarlett

Scarlett presented the FY 2026–27 Marketing Plan and Program of Work to the Board for review. She highlighted key initiatives, updates, and additions to the proposed plan. New initiatives include hosting a Tourism Summit in early 2027, developing a two-year Strategic Plan, reinstating the newsroom section of the website to provide current tourism information for artificial intelligence (AI) platforms and media outlets, and implementing an AI-driven content strategy for social media and website content. Scarlett noted that these initiatives support the TDA's mission and position the organization for long-term growth while addressing community priorities.

Scarlett then opened the floor for questions and discussion. Board members expressed positive feedback and support for the proposed plan. The FY 2026–27 Marketing Plan and Program of Work will be distributed to the full TDA Board for approval through electronic vote.

SEE ATTACHMENT #7

IX. Heart Fund Report for Fiscal Year Ending June 30, 2026 – Brooke Thomas

Thomas presented the Heart Fund report for the FYE June 30, 2026. She provided an overview of the purpose of the Heart Fund, explaining that it is intended to provide small gifts to show support for TDA Board members, staff or community partners during times of need or celebration. Thomas reminded board members and staff that contributions to the Heart Fund may be made at any time throughout the year, although annual donations are typically collected at the beginning of each fiscal year.

SEE ATTACHMENT #8

X. Request to Appoint Michael McKenzie as TDA Finance Officer effective August 1, 2026 – Rebecca Petty Moffitt/Will Massie, Finance Officer

Will Massie, Finance Officer, introduced Michael McKenzie as his recommended successor for the position of TDA Finance Officer. McKenzie shared that he has been employed by Randolph County Government in various finance roles for the past 11 years and expressed his appreciation for the opportunity to serve the TDA.

Massie explained that state law requires local governments including Tourism Development Authorities to maintain a designated Finance Officer at all times. Since Massie's retirement is effective July 31, 2026, and the TDA Board is not scheduled to meet again until August 19, 2026, the appointment of a new Finance Officer must be effective August 1, 2026.

The appointment will be submitted to the Board for consideration by electronic vote. If approved, McKenzie's appointment will take effect August 1, 2026. Board members and staff welcomed him and expressed their support.

XI. Finance Reporting – Will Massie, Finance Officer

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

Massie reviewed the year-to-date report on the revenues and expenditures for the month ending May 31, 2026, noting the approximate 12% percent decrease in revenues.

SEE ATTACHMENT #9

- *Approval of Budget Amendments #2027_01 & #2027_02*

Massie presented Budget Amendments #2027-01 and #2027-02 for board review.

Massie explained that Budget Amendment #2027-01 provides for a proposed 3% cost-of-living adjustment (COLA) for TDA employees, consistent with the increase recommended by Randolph County Government in its FY 2026–27 budget. He noted that the increase would be funded through budgeted investment income.

Massie also presented Budget Amendment #2027-02, which is an administrative requirement to encumber the TDA's monthly procurement card limit of $30,000. He explained that the amendment satisfies requirements for encumbering individual purchase card limits while minimizing the administrative burden associated with procurement card usage.

Budget amendments 2027_01 and 2027_02 will be submitted to the full TDA Board for consideration through an electronic vote.

SEE ATTACHMENT #10 - 11

XII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending May 31, 2026*

Scarlett requested that the May 31, 2026, hotel data report be tabled until the August 19, 2026, Board meeting, as the report had not yet been received.

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

- *Attendance Data Comparison & Guest Registrant Reports for Month Ending May 31, 2026*

Annette Cagle, Director of Visitor Centers and Information, presented the attendance comparison and guest registration reports for the period ending May 31, 2026. Visitor Center staff welcomed 14,067 guests during May, representing a 21.6% increase compared to May 2025.

Visitor Centers staff celebrated National Travel and Tourism Week at both the Northbound and Southbound locations during the first week of May, with May 8 serving as the primary day of observance. On May 8, a total of 697 visitors were welcomed. The event was supported by the TDA and through product donations from businesses founded in North Carolina and several Randolph County businesses, which were distributed to guests in recognition of National Travel and Tourism Week.

SEE ATTACHMENTS # 12 - 13

XIV. Digital Content Reporting – Amber Scarlett, Executive Director

- *Digital Content & Social Media Reports for Month Ending May 31, 2026*

Scarlett presented the May digital content and social media reports, noting a 21% increase in Facebook engagement compared to April. Instagram activity increased by 10% over the previous month, driven in part by content related to the America 250 campaign. The Heart of NC National Travel and Tourism Week post generated more than 5,400 views and resulted in one new follower. Website traffic also showed growth, with 2,202 more sessions recorded than in May 2025; however, the average session duration decreased.

Scarlett also reported that the Summer Newsletter was distributed on May 15, 2026, achieving a 30.9% open rate. The newsletter featured upcoming summer events and reminders about America 250 celebrations, including links directing readers to the Heart of NC America 250 landing page.

XV. Public Relations Report – Susan Dosier, DK Communications Group

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

The Public Relations (PR) Report for the month ending May 31, 2026, was included in the agenda packet for Board members' review. Susan Dosier of DK Communications Group was unable to attend the meeting; therefore, the report was not formally presented.

SEE ATTACHMENTS # 14

XVI. Manor House Graphics Visual Advertising Reporting – Richard Schoenberger, Manor House Graphics

- *Visual Advertising Report for Month-Ending May 31, 2026*

Richard Schoenberger of Manor House Creative presented the Visual Advertising Report via Zoom for the month ending May 31, 2026. He highlighted that a two-page advertisement was displayed in the summer issue of *Chatham Magazine* and that the Colonel Marm event held on May 23, 2026 was shared in *U.S. Military Families Magazine*. Schoenberger also reported that work on the 2027 Randolph County Travel Guide has already begun.

SEE ATTACHMENT # 15

XVII. Executive Director Update – Amber Scarlett

Scarlett provided an update on the Ag Center building site project. She shared that the project is expected to be ready for presentation to the Randolph County Board of Commissioners in July or August. Scarlett noted that she will keep the Board informed of the presentation date for those who may wish to attend in support of the TDA.

She also suggested that it would be a good-faith gesture for the TDA to contribute funding toward the architectural renderings for the project and indicated that she plans to gather feedback from board members regarding a potential contribution. Discussions with senior staff regarding project details are ongoing. The project architect will present the proposal to the commissioners and review the selected site layout.

Scarlett reported that the TDA Strategic Planning project is scheduled to begin Phase One in Fall 2026. She shared that the Executive Committee and TDA leadership have received and reviewed proposals from two consulting firms and plan to notify the selected consultant of the contract award this week.

Scarlett noted that the annual TDA Staff Retreat will be held July 21–23 at Franklinville Town Hall and the Ramseur Dining meeting spaces. The retreat will include planning sessions focused on Visitor Centers operations, TDA organizational priorities, marketing, public relations, website initiatives, and other key areas to support planning for the next six months and beyond. Scarlett encouraged TDA Board members to attend any or all the planning sessions as their schedules allow.

Scarlett announced that production of the 2027 Randolph County Travel Guide is underway, with a special focus on celebrating 30 years of TDA operations in Randolph County. She shared that a supplemental feature will be included in the guide, similar to the popular "50 Fabulous Finds" section.

Scarlett also reported that she was appointed as an ex-officio member of the Randolph County Economic Development Corporation Board of Directors on June 16, 2026. She emphasized the value of having a tourism perspective represented during the planning stages of economic development initiatives and highlighted the importance of collaboration between tourism and economic development efforts.

Scarlett updated the TDA Board on the following events in which TDA was represented by staff or Board leadership:

- Colonel Joseph Marm spoke on May 23 as part of the Sunset Signature Series with almost 200 in attendance.
- TDA staff and NC Zoo hosted Tourism night on May 29 at the Asheboro Zookeepers opening night ballgame with fireworks and almost 1,000 guests in attendance.
- Economic Development Corporation annual meeting will take place on June 16 at the Ag Center

Scarlett also noted the following upcoming events:

- June 18 – Power of Five Business After Hours at Cone Health MedCenter on Spero Road
- June 26 & 27 – Jerome Davis PBR event – TDA has tickets available
- June & July – America 250 enhancements to local events; check out the TDA calendar and social media for more information.
- July 3 – TDA Office will be closed to the public; Visitor Centers will remain open
- August 9 – 12 – Melody Varner will attend the NC Motorcoach Annual Conference in Glen Allen, VA
- August 10 – 12 – Amber Scarlett will attend the Great Trails State meeting in Winston-Salem

XVIII. Request to Cancel July BOD Meeting – Rebecca Petty Moffitt

Petty Moffitt shared that July Board meetings have traditionally been canceled to allow staff to have dedicated planning time. She noted that while a quorum was not present to take a vote, the TDA Board had already approved the 2026 meeting schedule, which did not include a July meeting. As a result, the next TDA Board meeting is scheduled for August 19, 2026.

XIX. Board Member Updates – Rebecca Petty Moffitt

Shawn Patel shared that advances in artificial intelligence are improving the ability to track room occupancy, which could result in reported traveler numbers increasing by as much as 40%. He also emphasized the continued value of printed visitor materials, noting that guests generally prefer brochures and printed guides over QR codes and digital links.

Barbara Gallimore reported that another concert will be held in Downtown Asheboro's Bicentennial Park on June 26, featuring the Heartbreakers Band. She also noted that the Sunset Theatre will offer a lineup of movies during the week leading up to 4th of July as part of Downtown Asheboro's America 250 celebrations.

Ross Holt reported on the success of the Sunset Signature Series event held in May featuring Colonel Joseph Marm, Medal of Honor recipient. He shared that Colonel Marm spoke about his experiences serving in Vietnam and reflected on carrying the distinction of the Medal of Honor for many years. Holt also reported that Mac Whatley, Local History and Genealogy Director at Randolph County Public Library and Ryan Beeson, Secretary of the Randolph County America 250 NC Committee, were recently interviewed by Fox 8 News as part of its Spirit of the Piedmont 250 series to highlight the area's rich Revolutionary history. Additionally, author and storyteller Liz Pardue hosted a "Keep NC Weird" presentation at the Asheboro Public Library on June 4, highlighting unusual events and folklore from across North Carolina. Holt described the event as highly successful, attracting attendees from High Point, Davidson, Forsyth and Cabarrus counties.

Leslie Brown provided an update on upcoming performances at the Liberty Showcase Theater, including the popular Little People Wrestling event, which continues to draw strong attendance. She also highlighted the upcoming *Rumours: A Fleetwood Mac Tribute* show scheduled for August 1.

Rebecca Petty Moffitt reported that the Blue Jeans & Boots event, hosted by the Petty Family Foundation in May, was a successful community event.

XX. Adjourn – Rebecca Petty Moffitt

Petty Moffitt thanked everyone for their attendance and reminded the Board that an electronic vote for action items would be communicated.

The meeting was adjourned at 3:04 pm.

NORTH CAROLINA
RANDOLPH COUNTY

Rebecca Petty Moffitt

Rebecca Petty Moffitt, Vice-Chair

Brooke D. Thomas

Brooke D. Thomas, Clerk to the Board