Board of Directors Meeting Minutes
Wednesday, August 19, 2026, | 2 pm

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

I. Call to Order – David Caughron, Vice-Chair

The Randolph County Tourism Development Authority Board of Directors meeting was called to order by David Caughron, Chair, at 2:01 pm on Wednesday, August 19, 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: David Caughron, Board Chair; Rebecca Petty Moffitt, Vice-Chair; Leslie Brown; Ross Holt; Shawn Patel; Amy Struble; Luke Hollingsworth

Board Members Absent: Diane Villa, Barbara Gallimore

Staff Members Present IN PERSON: Amber Scarlett, Executive Director; Brooke Thomas, Clerk to the Board; Michael McKenzie, Finance Officer; Wes Alexander, Digital Content Coordinator

Guests Present IN PERSON: Larry Penkava, Randolph Hub; Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Susan Dosier, DK Communications

III. Request to Approve August 19, 2026, Agenda – David Caughron

David Caughron presented August 19, 2026, Board agenda for review and approval. Rebecca Petty Moffitt made a motion to approve the agenda for August 19, 2026, as presented, and Ross Holt seconded the motion. The motion passed on a 7 – 0 vote.
SEE ATTACHMENT #1

IV. Request to Approve the Consent Agenda (containing ratification of electronic vote by Board Members) – David Caughron

David Caughron presented the consent agenda for board members review and approval. Ross Holt made a motion to approve the consent agenda containing ratification of an electronic vote, as presented, and Amy Struble seconded the motion. The motion passed on a 7 – 0 vote.
SEE ATTACHMENT #2

V. Request to Approve Board of Directors Meeting Minutes from June 17, 2026 – David Caughron

David Caughron presented the Board of Directors meeting minutes from June 17, 2026, for board members review and approval.
Leslie Brown made a motion to approve June 17, 2026, Board of Directors minutes as presented, and Amy Struble seconded the motion. The motion passed on a 7 – 0 vote.
SEE ATTACHMENT #3

VI. Resolution Concerning Future Welcome Center – Amber Scarlett

Amber Scarlett, Executive Director, presented the Board with a resolution concerning the future Welcome Center for consideration. The resolution outlined the TDA's proposed deliverables and its intent to partner with Randolph County by providing funding for the initial design phase of the project. Scarlett noted that this investment is considered a prudent and necessary tourism promotion expenditure that can be supported through available occupancy tax or operating revenues. She also shared comments from Assistant County Manager Joey Johnson, who expressed enthusiasm about partnering with the TDA on this exciting initiative. Board members discussed the proposal and made positive remarks about the opportunity to collaborate with the County on a project that will benefit tourism in Randolph County.

Chairman David Caughron called for a motion to approve the Resolution Concerning the Future Welcome Center as presented. Rebecca Petty Moffitt made the motion, seconded by Amy Struble. The motion passed unanimously, 7-0.

SEE ATTACHMENT #4

VII. TDA Strategic Plan Presentation – Heather Dorsett

Heather Dorsett of Dorsett Consulting Services presented an overview of the Strategic Planning process and shared a preliminary timeline for the project, noting that the kickoff workshop is scheduled for September 9, 2026. Dorsett provided some background on her experience, highlighting more than 30 years of work in marketing strategy and strategic planning.

Dorsett explained that the goal of the Strategic Plan is to align the TDA's successful marketing efforts with a long-term vision that supports sustainable growth and strengthens community partnerships throughout Randolph County. She noted that Board members will have opportunities to provide input and share perspectives at various stages of the process. Dorsett also shared that she plans to attend future Board meetings to provide progress updates as the work moves forward.

During discussion, board member Amy Struble remarked that having a high-level strategic plan in place provides a strong foundation, direction, and guidance for the organization. There was no further discussion.

**Board Member Leslie Brown exited the meeting following the Strategic Planning presentation; however, a quorum remained present.*

SEE ATTACHMENT #5

VIII. Finance Reporting – Michael McKenzie, Finance Officer

- *Finance Report for Month-Ending June 30, 2026*
- *Finance Report for Month-Ending July 31, 2026*

Michael McKenzie, Finance Officer, reviewed the financial reports for the Fiscal Year Ending June 30, 2026, including revenues and expenditures. McKenzie reported that occupancy tax revenues declined during the fiscal year; however, expenditures were lower than anticipated, resulting in approximately $32,000 less fund balance being utilized than originally budgeted. Overall, revenues ended the year approximately 9% lower than the previous fiscal year. McKenzie also provided an overview of the July financial statements, noting that not all revenue figures had been received and reported at the time of the meeting. There was no further discussion.

SEE ATTACHMENTS #6 - 7

- *Approval of Budget Amendments #2027_03*

McKenzie explained that Budget Amendment #2027-03 provides for a 2% market adjustment for contracted services and adding cleaning services to the service line item for FY 26/27.

Luke Hollingsworth made a motion to approve Budget Amendment #2027-03, as presented. Rebecca Petty Moffitt seconded the motion, and the motion passed on a 6 – 0 vote.

- *Approval of Budget Amendments #2027_04*

McKenzie explained that Budget Amendment #2027-04 encumbered $9,739 to complete outstanding contracts at Fiscal Year Ending June 30, 2026, to carryover to FY 2026/27.

Amy Struble made a motion to approve Budget Amendment #2027-04, as presented. Ross Holt seconded the motion, and the motion passed on a 6 – 0 vote.
SEE ATTACHMENTS #8 - 9

IX. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending May 31, 2026*
- *Hotel Data Report for Month-Ending June 30, 2026*
- *Hotel Data Report for 2nd Quarter-Ending June 30, 2026*

Scarlett presented hotel performance data for the month ending May 31, 2026, reporting decreases in occupancy, average daily rate (ADR), and revenue per available room (RevPAR) compared to May 2025.

Scarlett also reviewed hotel data for the month ending June 30, 2026, which reflected increases in both occupancy and revenue per available room compared to June 2025, while the average daily rate experienced a slight decline.

For the second quarter ending June 30, 2026, Scarlett reported a 0.7% increase in occupancy and a 0.6% increase in overall room demand compared to the second quarter of 2025. However, the average daily rate decreased by 2.1%, and revenue per available room declined by 2.8% during the second quarter ending June 30, 2026. There was no further discussion.

SEE ATTACHMENTS #10 - 12

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

- *Attendance Data Comparison & Guest Registrant Reports for Month Ending June 30, 2026*
- *Attendance Data Comparison & Guest Registrant Reports for Month Ending July 31, 2026*
- *Attendance Data Comparison & Guest Registrant Reports for 2nd Quarter Ending June 30, 2026*

Amber Scarlett, Executive Director, presented the attendance comparison and guest registration reports for June and July 2026. Visitors Center staff welcomed 20,587 guests during June and 23,011 guests during July.

Scarlett reported that the Visitor Centers experienced water service issues during July due to a town-wide water system outage in Seagrove, resulting in both Visitors Centers being closed for a couple of days.

Visitor Center staff celebrated National Flag Day on June 14th by distributing American flags, A250 commemorative flags, and flag-themed cookies to visitors. A total of 962 guests visited the centers during the event.

On July 4th, the Visitor Centers celebrated America's 250th birthday by handing out cupcakes to guests and TDA flag bags, welcoming a total of 1,811 visitors throughout the day. There was no further discussion.

SEE ATTACHMENTS # 13 - 14

XI. Digital Content Reporting – Amber Scarlett, Executive Director

- *Digital Content & Social Media Reports for Month Ending June 30, 2026*
- *Digital Content & Social Media Reports for Month Ending July 31, 2026*

Wes Alexander, Digital Content Coordinator, presented the June and July digital content and social media reports. He highlighted the July 4th fireworks promotions and America 250-themed content, noting that these posts performed above industry benchmarks for click-through and open rates. Alexander also shared that he is exploring ways to better align website and social media content with AI-powered search platforms, including Google Gemini. These efforts are intended to improve content visibility in search results and drive additional traffic to the Heart of North Carolina Visitors Bureau website. There was no further discussion.

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

- *Public Relations Report for Month-Ending June 30, 2026*
- *Public Relations Report for Month-Ending July 31, 2026*

Susan Dosier of DK Communications Group presented the public relations reports for June and July 2026. Dosier shared that one of the primary reasons people travel to North Carolina is to visit family and friends, highlighting the important role that local residents play in helping market and promote Randolph County as a destination. Building on that point, Dosier highlighted a recent online article by local artist Ty Brueilly titled *Living Large in Asheboro*, noting the value of positive local stories in showcasing the community and attracting visitors.

Dosier also mentioned that it may be beneficial to explore opportunities to boost the Facebook following in order to further expand the reach of tourism-related news, events, and destination marketing efforts. There was no further discussion.

SEE ATTACHMENTS # 15

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

- *Visual Advertising Report for Month-Ending June 30, 2026*
- *Visual Advertising Report for Month-Ending July 31, 2026*

Richard Schoenberger of Manor House Creative presented the Visual Advertising Report for June and July 2026. Schoenberger highlighted several updates to current advertising efforts, including the promotion of the local Antiques Festivals and their new locations. Schoenberger also shared that the popular Highland Cows were recently featured in the *Field & Family Magazine*, providing additional exposure for Randolph County. In addition, Schoenberger noted that the TDA recently sponsored updated walking maps for Downtown Asheboro, Inc., helping to enhance the visitor experience and wayfinding efforts within the community. There was no further discussion.

SEE ATTACHMENT # 16

XIV. Executive Director Update – Amber Scarlett

Scarlett reported that the annual staff planning retreat was held July 21st – 23rd at Franklinville Town Hall and the Ramseur Diner meeting spaces. The retreat focused on marketing, promotions, and operational planning for the next six months to one year. During the retreat, staff discussed several exciting initiatives, including plans to celebrate the TDA's 30th anniversary in 2027, a Tourism Summit scheduled for February 9, 2027, and next steps for the Strategic Planning process. Board Member Amy Struble joined the retreat on the second day and provided valuable feedback and perspective from the hotel industry, which contributed to several of the discussions.

Scarlett also shared that production of the 2027 Randolph County Travel Guide is underway. As part of the 30th anniversary celebration, a supplemental publication similar to *50 Fabulous Finds* is being developed and will feature 30 travel tips and 30 ways to experience the Heart of North Carolina. There was no further discussion.

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

- August 9 – 12 – Melody Varner attended the NC/VA Motorcoach Annual Conference in Glen Allen, VA. She was able to conduct 22 one-on-one meetings with motor coach operators and attended educational sessions and networking sessions with tourism industry leaders. The appointments with motorcoach operators provided an opportunity to showcase Randolph County and the Heart of NC as a group tour destination and to build relationships with operations from across the region. Among the groups most interested in learning more about the Heart of NC included Black Tie Transportation, Christian Tours, and Newton's

Bus Services. Attractions that generated the most interest were the NC Zoo, Millstone Creek Orchards, Seagrove Pottery experiences and the Liberty Showcase Theater.
- August 10 – 12 – Amber Scarlett attended the Great Trails State Meeting in Winston-Salem, NC.

Scarlett also noted the following upcoming events:
- Sept. 7 – Labor Day Holiday, TDA will be closed; VC's will remain open.
- Sept. 16 – Randolph Economic Outlook event to be held at AVS Banquet Center. This is a collaboration event between Asheboro/Randolph Chamber of Commerce and Randolph County Economic Development Corporation.
- Sept. 17 - Power of Five Business After Hours at the NC Zoo in the Asia meeting space.
- Sept. 25 – Sunset Signature Series event at Sunset Theatre, Author Elizabeth Hudson, from Our State Magazine
- Sept. 30 – Oct. 2 – Media Hosting Fall in the Heart with Susan Dosier and several media while staying at the Postcard Cabins in Asheboro.
- Oct. 2 – Charters of Freedom dedication in Downtown Asheboro to celebrate America 250.

XV. Board Member Updates – David Caughron

Ross Holt provided an update on activities and upcoming events. He noted that tickets for Elizabeth Hudson's upcoming Sunset Signature Series event are now available for reservation through the Sunset Theatre website. Holt also shared that *Carolina Haints* continues to gain interest and will be featured at the Randolph County Public Library in Archdale on September 22, 2026 at 6:00 pm and at the Asheboro location on September 24 at 6:30 pm. In addition, the Randolph County A250 Committee (planned by Amber Scarlett and Cam Mills) will hold a dedication ceremony for the Charters of Freedom monument on October 2, 2026. In addition, the Randolph County A250 Committee will host two booths at the Asheboro Fall Festival to help engage residents and visitors in the ongoing America 250 commemoration efforts. The committee will begin shifting its focus toward planning and preparations for the celebration of Randolph County's 250th anniversary in 2029.

Amy Struble shared her excitement about the anticipated increase in hotel demand during the last weekend of October due to North Carolina A&T State University's 100th Annual Homecoming celebration. She also noted that interest from new businesses continues to grow and that many are already asking about 2027 pricing.

Shawn Patel spoke positively about the continued growth taking place in Asheboro and noted that tourism remains steady, with the Sportsplex continuing to be a valuable asset for the community. Patel also shared a recent visit to the Smithsonian National Air and Space Museum in Washington, D.C., where he enjoyed seeing the Richard Petty exhibit featuring the car Petty drove to his 200th career victory. Board Member Rebecca Petty

Moffitt added that her family had the opportunity to meet President Ronald Reagan in 1984 when the car was donated to the museum.

Luke Hollingsworth reported that Holly Ridge recently hosted its 28th Annual Trinity Charity Classic during the last weekend of August. He noted that the tournament was very successful, with proceeds benefiting Hospice of the Piedmont. Hollingsworth also shared that ongoing renovations at Holly Ridge are progressing well, with the new putting green expected to open within the next week and the driving range anticipated to open in mid-summer 2027. In addition, Hollingsworth announced that RhinoLeap Productions will present *The Importance of Being Earnest* at Holly Ridge Golf Links on September 24, 2026.

Rebecca Petty Moffitt reported that the Petty Foundation finished the Moonshine Run and that event went well. The Moonshine Tour will be held at Sunset Theatre on August 22, 2026. Petty Moffitt reported upcoming events including the Annual Petty Fish Fry held at the home of Richard Petty on October 9th, Nascar Day in Randleman on October 24th, and the annual Christmas Cruise-In on December 6th at the Petty Museum.

David Caughron expressed his appreciation to Luke Hollingsworth, Holly Ridge Golf Links, and the community for their longstanding support of the Trinity Charity Classic golf tournament. Caughron noted that the event has provided tremendous support for Hospice of the Piedmont over the past 28 years, with more than $305,000 raised and donated to the organization. There was no further discussion across the board.

XVI. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting will take place on September 16, 2026, at 2:00 pm.

The meeting was adjourned at 3:21 pm.

NORTH CAROLINA
RANDOLPH COUNTY

_____

Rebecca Petty Moffitt, Vice-Chair

_____

Brooke D. Thomas, Clerk to the Board