



Board of Directors Meeting Minutes

Wednesday, December 10, 2025, | 1:30 pm

The Exchange | 204 S. Fayetteville St., Asheboro, NC 27203

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 1:42 pm on Wednesday, December 10, 2025, at The Exchange, located at 204 S. Fayetteville St., Asheboro, NC 27203.

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

Board Members Present IN PERSON: David Caughron, Chairman; Rebecca Petty Moffitt, Vice-Chairman; Leslie Brown, Barbara Gallimore, Luke Hollingsworth, Ross Holt, Shawn Patel, and Amy Struble

Board Members Absent: Diane Villa

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; Brooke Thomas, Director of Office Administration / Clerk to the Board; Melody Varner, Tourism Marketing Coordinator; Doyle Craven, Tourism Services Coordinator

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

III. Request to Approve Consent Agenda – David Caughron

- Request to Approve December 10, 2025, Agenda
- Request to Approve Board of Directors November 19, 2025, Meeting Minutes
- I-73/74 Visitor Centers Attendance Data Comparison & Guest Registrant Report for November 30, 2025 & 3rd Quarter 2025 Attendance Data Report
- Public Relations Report for Month-Ending November 30, 2025
- Social Media Reports for Month-Ending November 30, 2025
- Finance Report for Month-Ending November 30, 2025
- Hotel Data Report for 3rd Quarter 2025

- 2026 Fidelity Bond Approval for Finance Officer

Shawn Patel moved to approve the consent agenda, which was seconded by Rebecca Petty Moffitt. The motion was passed unanimously.

SEE ATTACHMENTS #1 - 12

IV. 2026 Calendar Year Committee Appointments- David Caughron

Caughron presented the 2026 Calendar Year Committee Appointments for the TDA Board Members. There were no changes to the appointments from calendar year 2025.

SEE ATTACHMENT #13

V. Board of Directors & Executive Committee Meeting Schedules for 2026 – David Caughron

Caughron presented the 2026 Board of Directors and the 2026 Executive Committee meeting schedules for review and approval. Rebecca Petty Moffitt made a motion to approve and adopt the 2026 Board of Directors meeting schedule, the 2026 Executive Committee meeting schedule and the 2026 Committee Appointments as presented. Luke Hollingsworth seconded the motion and the motion carried.

SEE ATTACHMENTS #14 - 15

VI. Board Member Updates – David Caughron

Rebecca Petty Moffitt informed board members that the Petty Museum had to cancel the Christmas Cruise-In event due to inclement weather; however, the museum remained open to visitors.

Ross Holt informed board members that county libraries hosted a variety of holiday activities during the Christmas season, including a presentation of *Mouse Saves Christmas* by Caleb Sigmund on December 8. Additionally, a video was recently filmed at the historic Balfour Cemetery site for the Randolph County America 250 project, featuring interviews with Amber Scarlett, TDA Executive Director, and Board of County Commissioners Chairman, Darrell Frye. Holt encouraged board members and attendees to view the Revolutionary Randolph website, revolutionaryrandolph.org created by Richard Schoenberger.

Luke Hollingsworth informed board members that Holly Ridge is busy with Christmas events and parties in the bunker lounge. The golf industry is going strong, and Holly Ridge Golf Links is working on developing “stay and play packages” for the tourism industry.

Barbara Gallimore informed board members that Downtown Asheboro will host the “Christmas on Sunset” event on Friday, December 12. The forecast predicts nice weather, and local businesses are anticipating a strong turnout. Additionally, Barry Yow is scheduled to perform at the Flying Pig on the evening of December 10.

Leslie Brown updated board members that The Statler Brothers event was almost sold out. The Isaacs will be performing at The Liberty Showcase on January 2.

Shawn Patel informed board members that Asheboro hotels have events scheduled each month throughout 2026, anticipating busy weekends driven by sporting events and other local activities. Patel expressed gratitude for the continued growth in the Asheboro/Randolph County area and shared his optimism about finishing 2025 on a strong note.

Amy Struble updated board members that Archdale hotels have slowed down especially since there are no meeting spaces. However, they are using this quiet time to reset, and staff are enjoying Christmas parties and festivities.

David Caughron thanked everyone for the annual awards luncheon event and wished everyone a happy holiday season. Caughron stated that a group picture of board members will be taken at the January board meeting to update the Heart of NC website.

Amber Scarlett, Executive Director, provided a brief update to board members. The Randolph County America 250 Committee has shifted from planning a single large-scale event to encouraging all nine municipalities to host individual celebrations in their respective areas. Scarlett also promoted the upcoming Meet & Greet event with “Two Guys Named Chris” scheduled for January 30, 2026, hosted by the TDA.

VII. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be on January 21, 2026, at 2:00 pm to be held at Randolph County Tourism Development Authority in the Phillip Kemp Meeting Room, 500 Albemarle Rd., Asheboro, NC 27203.

Amy Struble moved to adjourn the TDA Board meeting on Wednesday, December 10, 2025. Luke Hollingsworth seconded the motion, which was unanimously approved. The meeting was adjourned at 1:56 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**

David Caughron, Chairman

Brooke D. Thomas, Clerk to the Board