Board of Directors Meeting Minutes
Wednesday, December 11, 2024, | 1:30 PM

Harvest House | 6282 Old Siler City Rd, Ramseur, NC 27316

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 1:30 PM on Wednesday, December 11, 2024, at the Harvest House at 6282 Old Siler City Rd, Ramseur, NC 27316.

II. **Roll Call of Board Members – Amber M. Skeen, Clerk to the Board**

Board Member Present IN PERSON: David Caughron, Chairman; Rebecca Petty Moffitt, Vice-Chairman; Leslie Brown, Barbara Gallimore, Luke Hollingsworth, Ross Holt, Shawn Patel, Amy Struble, and 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; Amber Skeen, Director of Office Administration / Clerk to the Board; Melody Varner, Tourism Marketing Coordinator; Doyle Craven, Tourism Services Coordinator

Guests Present IN PERSON: Susan Dosier, DK Communications; Kenny Kidd, Randolph County Commissioner Liaison; Richard Schoenberger, Manor House Creative

III. **Request to Approve Consent Agenda – David Caughron**
- Request to Approve December 11, 2024, Agenda
- Request to Approve Board of Directors Meeting Minutes from November 20, 2024
- I-73/74 Visitor Centers Attendance Data Comparison & Guest Registrant Report for November 30, 2024 & 3rd Quarter Attendance Data Report
- Public Relations Report for Month-Ending November 30, 2024
- Social Media Report for Month-Ending November 30, 2024
- Finance Report for Month-Ending November 30, 2024

Amy Struble moved to approve the consent agenda, which was seconded by Shawn Patel. The motion was unanimously approved.

IV. <u>**Presentation of 2023 Annual Report – Amber Scarlett, Executive Director**</u>

Scarlett presented the 2023 Annual Report, which detailed the achievements and challenges of the past year, to the TDA Board Members.

V. <u>**2025 Calendar Year Committee Appointments- David Caughron**</u>

Caughron presented the 2025 Calendar Year Committee Appointments for the TDA Board Members.

VI. <u>**Board of Directors Meeting Schedule for 2025 – David Caughron**</u>

Caughron presented the 2025 Board of Directors Meeting Schedule.

VII. <u>**Board Member Updates – David Caughron**</u>

Rebbeca Petty Moffitt updated TDA Board Members that the Petty Museum had a great turnout at the Christmas Cruise-In and that they were excited about the Appalachian Christmas Event that the Petty Museum is hosting.

Ross Holt updated the TDA Board Members that different events are going on for Christmas at each County Library.

Luke Hollingsworth updated TDA Board Members that Holly Ridge Golf is busy with the Christmas events in the bunker lounge.

Barbara Gallimore updated TDA Board Members that Downtown Asheboro has been busy with the Christmas Parade last Friday night and the Christmas on Sunset event this Friday night.

Leslie Brown updated the TDA Board that The Liberty Showcase will be having its last show of 2024 this Saturday night.

Shawn Patel updated TDA Board Members the Asheboro hotels are staying busy with sporting events and other events around the area.

Amy Struble updated TDA Board Members that Archdale hotels are starting to slow down and that she has a few ideas that will help attract visitors to the Archdale Area.

David Caughron thanked everyone for a wonderful year and expressed how great it was to have all the staff and board together again.

VIII.   <u>**Adjourn – David Caughron**</u>

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be on January 15, 2025, at 2 pm.

Shawn Patel moved to adjourn the TDA Board Meeting on Wednesday, December 11, 2024. Ross Holt seconded the motion, which was unanimously approved. The meeting was adjourned at 1:52 p.m.

NORTH CAROLINA
RANDOLPH COUNTY

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David Caughron, Chairman

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Amber M. Skeen, Clerk to the Board