Board of Directors Meeting Minutes
Wednesday, January 21, 2026, | 2 PM

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

I. Call to Order – David Caughron, Board Chair

The Randolph County Tourism Development Authority Board of Directors meeting was called to order by David Caughron, Chairman, at 2:00 pm on Wednesday, January 21, 2026, at the Randolph County Tourism Development Authority, Phillip Kemp Meeting Room, 500 Albemarle Rd, Asheboro, North Carolina.

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

Board Member Present IN PERSON: David Caughron, Board Chair; Rebecca Petty Moffitt, Vice-Chairman; Shawn Patel; Ross Holt; Luke Hollingsworth; Amy Struble; Diane Villa; Barbara Gallimore

Board Members Absent: Leslie Brown

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

Guests Present IN PERSON: Richard Schoenberger, Manor House Creative

Guest Video Presentation on ZOOM: Susan Dosier, DK Communications; Scott Anderson, Cherry Bekaert

III. Request to Approve January 21, 2026, Agenda – David Caughron

Rebecca Petty Moffitt made a motion to approve the agenda for January 21, 2026, as presented, and Luke Hollingsworth seconded the motion. The motion passed on an 8 – 0 vote.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from December 10, 2025 – David Caughron

A motion to approve the Board of Directors' meeting minutes as presented from December 10, 2025, was made by Shawn Patel seconded by Ross Holt. The motion passed on an 8 - 0 vote.

SEE ATTACHMENT #2

V. Presentation of Fiscal Year 2024/25 Annual Operations Audit – Scott Anderson, Cherry Bekaert

Scott Anderson, Engagement Director, Cherry Bekaert LLP, provided an executive summary of Fiscal Year 2024/25 financial audit. Anderson noted that no findings or control deficiencies were noted. There was no further discussion.

SEE ATTACHMENT #3

VI. Presentation of 2026 Randolph County Travel Guide – Melody Varner

Varner presented the 2026 Randolph County Travel Guide to the board, highlighting that the Integrated Marketing Plan featuring photos of families in the community was incorporated throughout the travel guide. Varner noted that travel guides will be distributed locally and throughout the state to welcome centers. A digital travel guide is maintained throughout the year to provide updates. Board members responded with positive feedback.

SEE ATTACHMENT #4

VII. Finance Reporting – Will Massie, Finance Director

- *Finance Report for Month-Ending September 30, 2025*

Massie provided an overview of the December financial statements, reporting that revenues continue to trend downward. A one-time net garnishment for approximately $74,000 was collected in the month of November from a property that had closed in May 2024. The garnishment moderately offsets the previously reported $76,000 decline in revenue. No further discussion.

SEE ATTACHMENT #5

VIII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending November 30, 2025*

Scarlett presented the hotel data report ending November 30, 2025. Scarlett noted that the hotel data reports reflect the downward trend in occupancy.

SEE ATTACHMENT #6

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

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending December 31, 2025*
- *Attendance Data Comparison Report for 4th Quarter*
- *Attendance Data Comparison Report for Year-Ending December 31, 2025*

Cagle presented the attendance data and guest registration reports for the month ending December 31, 2025, along with the fourth-quarter comparison and year-end summaries. She noted that overall attendance decreased by 4% from calendar year 2024.

Cagle also reported that National Popcorn Day was celebrated alongside the Martin Luther King Jr. holiday on January 19 at the visitor centers. The TDA sponsored complimentary bags of popcorn from Asheboro Popcorn and Liberty Kettle Corn for visitors. She further noted that the quarterly zoo-ticket drawing had recently concluded. In response to a question from Struble about whether hotel accommodation information is included when tickets are mailed, Cagle confirmed that each packet contained a Randolph County Travel Guide and area lodging details.

Board members additionally discussed visitor travel patterns throughout Randolph County, noting that Placer AI could serve as a valuable tool to support future marketing efforts.

SEE ATTACHMENTS #7-10

X. **Digital Content Reporting – Amber Scarlett Coordinator**

- *Social Media Report for Month-Ending December 31, 2025*

Scarlett presented digital content reports for the month ending December 31, 2025. Scarlett noted that January 27 is National Plan for Vacation Day.

SEE ATTACHMENTS #11-12

XI. **Public Relations Reporting – Susan Dosier, DK Communications Group**

- *Public Relations Report for Month-Ending December 31, 2025*
- *Annual Public Relations Report for Year-Ending December 31, 2025*

Dosier presented the Public Relations report covering the period ending December 31, 2025. Dosier also provided an annual overview for the year ending December 31, 2025, highlighting media tours and events throughout the year.

SEE ATTACHMENT #13 – PR Reports Ending December 31, 2025

XII. **Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics**

- *Advertising Report for Month-Ending December 31, 2025*
- *Annual Advertising Report for Year-Ending December 31, 2025*

Schoenberger presented the visual advertisement report ending December 31, 2025, highlighting various accomplishments throughout the year.

SEE ATTACHMENT #14 – Visual Ad Reports Ending September 30, 2025

XIII. **Executive Director Update – Amber Scarlett**

Scarlett presented an option to hold an upcoming board meeting at Randolph County Agricultural Center. Board members discussed holding the board meeting in May at the new county agricultural center.

The TDA office will be closed on January 19 in observance of the Martin Luther King Jr. holiday.

Staff will meet for Midyear Marketing Strategic Planning sessions on February 5 – 6 at Randolph County Agricultural Center. The focus will be planning for the next six months.

MAGS Committee met on January 14 to discuss recent applications submitted by the Town of Liberty.

The Heart of North Carolina Visitors Bureau has sponsored a pre-show meet and greet with "2 Guys Named Chris" at The Flying Pig on January 30, 2026.

Scarlett informed the Board that TDA staff attended or participated in the following events.

- Staff continue to present the 2024 Randolph County TDA Annual Report to respective municipal meetings
- Integrated Marketing Plan photoshoot concluded at Linbrook Hall on December 16, 2025
- TDA hosted the Annual Awards Luncheon on December 10, 2025, at The Exchange in Downtown Asheboro
- Staff attended the Power of Five Business After Hours chamber event on December 10, 2025, at Millstone Creek Orchards

Scarlett updated the Executive Committee that the TDA or VC staff will attend or promote the following events.

- Melody Varner to attend the annual Travel Adventure Show in Washington, D.C. with the Visit NC group to focus on consumer sales – January 16 - 19
- Randolph Economic Outlook event (hosted by Asheboro/Randolph Chamber at AVS) – January 27 at 5:30 pm
- Leadership Participation opportunities for staff include Randoph County Leadership Academy (Melody Varner; anticipates a March 2026 graduation date and Wes Alexander to apply for the upcoming cohort), Leadership Randolph hosted by Asheboro/Randolph Chamber of Commerce (Annette Cagle) and Randolph County Emerging Leaders program (Brooke Thomas.)
- Randolph County Agricultural Center will host a *Rising Above Helene* documentary – January 20 at 6:00 pm

XIV. Board Member Updates – David Caughron

David Caughron reminded board members to stay tuned to upcoming winter weather updates. Will Massie volunteered to share the National Weather Service link with board members.

Ross Holt acknowledged that Randolph County Veteran Services employee, Rita Honeycutt, recently debuted her new book *Fat to Fit: My Health Journey*

(Honeycutt 2025.) The America 250 committee continues to shift focus on encouraging municipalities to host individual America 250 events around July 4th.

Diane Villa noted that the NC Zoo would close for the upcoming weekend due to impending winter weather, therefore canceling the job fair. The NC Zoo Director position could tentatively be filled in the first quarter of the year.

Barbara Gallimore invited board members to attend the pre-show "Meet & Greet" with 2 Guys Named Chris at the Flying Pig on January 30. Downtown Asheboro businesses are participating in a trolley tour on February 21 from 2:00 – 6:00 pm. Gallimore informed the board that construction is scheduled to begin in March on the David Jarrell Botanical Gardens.

Amy Struble stated that January is busy with inquiries for events throughout the year such as family reunions, weddings, training events, etc. asking if hotels provide packages. January has also been busy with canceling events due to winter weather. Overall, January is historically low in terms of trending revenue.

Shawn Patel stated that properties are trying to enhance ads for 2026. He also noted that 2023 would be a better comparison year to the occupancy tax collected from 2025 due to the upward trend from the Hurricane Helene response in 2024.

Luke Hollingsworth reported an overall dip in holiday revenue and agreed that 2024 revenue was more impactful than 2025 in the golfing industry also. Holly Ridge Golf Links partnered with Rhino Leap Productions to provide a Valentine's dinner and show at Holly Ridge.

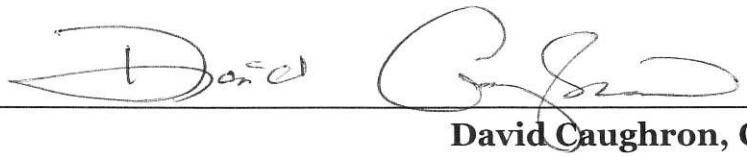
Rebecca Petty Moffitt reported that sales were down in January, however, that proved to be an annual occurrence. She reminded board members that Petty Fest will be held on March 28.

There was no further discussion across the board.

XV. **Adjourn – David Caughron**

Caughron thanked everyone for attending the board meeting. Rebecca Petty Moffitt moved to adjourn, and the motion was seconded by Ross Holt. The meeting adjourned at 3:51 pm.

NORTH CAROLINA
RANDOLPH COUNTY



David Caughron, Chairman

Brooke D. Thomas

Brooke D. Thomas, Clerk to the Board