



Board of Directors Meeting Minutes

Wednesday, June 19, 2024, | 2 PM

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

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 2:00 PM on Wednesday, June 19, 2024, at the Randolph County Tourism Development Authority, Phillip Kemp Meeting Room, 500 Albemarle Rd Asheboro North Carolina.

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

Board Member Present IN PERSON: David Caughron, Chairman; Leslie Brown*, Barbara Gallimore, Ross Holt, Rebecca Petty Moffitt, and Shawn Patel

Board Members Absent: Luke Hollingsworth, Amy Struble, and Diane Villa

Staff Members Present IN PERSON: Annette Cagle, Director of Visitor Services & Information; Will Massie, Finance Officer; Jessica Pittman, Summer College Intern; Amber Scarlett, Executive Director; and Amber Skeen, Clerk to the Board

Staff Member Present by Zoom: Wes Alexander, Digital Content Coordinator; and Melody Varner, Tourism Marketing Coordinator

Guests Present IN PERSON: Hope Haywood, Randolph County Commissioner; Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Susan Dosier, DK Communications

**Board Member enters Board Meeting.*

III. Request to Approve June 19, 2024, Agenda – David Caughron

David Caughron asked to add a line item to the agenda for June 19, 2024. He asked that a request for a 3% COLA Increase be added before the presentation & Adoption of the 2024-25 Marketing Plan & Program of Work.

A motion to approve the agenda for June 19, 2024, with the additional line item, was made by Shawn Patel and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

SEE ATTACHMENT #1

**Board Member entered Board Meeting.*

IV. Request to Approve Board of Directors Meeting Minutes from May 15, 2024 – David Caughron

A motion to approve the Board of Directors Meeting minutes from May 15, 2024, as presented, was made by Ross Holt, and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

SEE ATTACHMENT #2

V. Approval of 3% COLA Increase for TDA and VC Employees – Amber M. Skeen, Director of Office Administration

Skeen updated the TDA Board Members on the Randolph County Commissioners approved 3% increase for the County Employees on Monday, June 17th, at the County Commissioners meeting. Skeen explained that just like in the past, the TDA Leadership Team would like to ask the TDA Board to approve the 3% increase for the TDA employees as well as the VC employees. She also explained that the VC budget that was approved last month had the money set aside for personnel to cover this cost for the VC Staff increase in pay.

A motion to approve a 3% COLA increase for TDA and VC employees was made by Shawn Patel and seconded by Leslie Brown, and the motion was unanimously approved.

VI. Presentation & Adoption of 2024 - 2025 Marketing Plan & Program of Work – Amber Scarlett, Executive Director

Scarlett presented the 2024-25 Marketing Plan & Program of Work to the TDA Board.

A motion to approve the 2024-25 Marketing Plan & Program of Work was made by Rebecca Petty Moffitt and seconded by Barbara Gallimore, and the motion was unanimously approved.

SEE ATTACHMENT #3

VII. Presentation & Approval of the 2024 - 2025 RCTDA Employee Policies & Procedures Manual, 2024-25 Operating Procedures Manual, Volunteer Handbook – Amber M. Skeen

Skeen presented the 2024-2025 RCTDA Employee Policies. She explained how, on page 1, under the TDA Pay Plan, we would like to add Section 9, the Proficiency Pay Program. She also explained how, by adding the Proficiency Pay Program to the Employee Policies, there were a few changes to the Merit Pay on page 26 in the manual. She explained how the new proficiency pay program would help new full-time employees to have an increase in pay over the first few years. She also explained how the proficiency pay program was a program that the County implemented a few months ago and how the TDA would like to be in line with the County's operations.

Skeen also presented the 2024-2025 Operating Procedures Manual and the Volunteer Handbook. She explained how there were no changes except a new cover and an update on staff names.

A motion to approve the 2024 – 2025 RCTDA Employee Policies & Procedures Manual, the 2024-2025 Operating Procedures Manual, and the Volunteer Handbook, as presented, was Made by Ross Holt and seconded by Shawn Patel, and the motion was unanimously approved.

SEE ATTACHMENT #4, 5, & 6

VIII. Presentation & Approval of Job Descriptions – Amber M. Skeen

- Executive Director
- Director of Office Administration / Clerk of the Board
- Director of Visitor Services & Information
- Digital Content Coordinator
- College Intern
- Tourism Marketing Coordinator
- Tourism Services Coordinator
- Visitor Services & Information Counselor
- Tourism Information Coordinator

Skeen presented a list of updated job descriptions to the TDA Board. She explained how she had worked with the Leadership Team and other employees to ensure that the job descriptions were accurate for each position. Skeen also explained how she has plans to have all job descriptions in the RCTDA pay plan updated by the end of the year submitted to Randolph County HR.

A motion to approve the updated Job Descriptions, as presented, was made by Rebecca Petty Moffitt, and seconded by Barbara Gallimore, and the motion was unanimously approved.

IX. Heart Fund Report for FYE June 30, 2024 – Amber M. Skeen

Skeen presented the Heart Fund Report ending June 30, 2024.

Skeen explained that the Heart Fund was developed several years ago to help purchase Birthday cards, Birthday cake coupons, Gift Cards, memory donations, retirement gifts and anything else that is not allowed in the TDA or VC Budgets. All TDA and VC Staff and Board Members donate \$10 per year to this fund.

Skeen thanked everyone for their support on this project.

SEE ATTACHMENT #7

X. Finance Reporting – Amber M. Skeen

- *Finance Report for Month-Ending May 31, 2024*

Skeen reviewed the year-to-date report on the revenues and expenditures for May 31, 2024.

SEE ATTACHMENT #8

- *Approval of Wellness Participation Bonus*

Skeen presented the Wellness Participation Bonus Memo.

A motion to approve the Wellness Participation Bonus was approved by Rebecca Petty Moffitt and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #9

- *Approval of Budget Amendments #2025-01, 02 & 03*

Skeen presented budget amendments #2025-01, 02 and 03.

A motion to approve budget amendments#2025-01, 02, and 03 was made by Shawn Patel and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #10, 11, & 12

XI. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Months-Ending April 30th & May 31st*

Scarlett presented the hotel data report for April 30 & May 31, 2024.

SEE ATTACHMENT #13 & 14

XII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of

- *Visitor Services & Information Attendance Data Comparison & Guest Registrant Reports for May 31, 2024*

Cagle presented the attendance data comparison and guest registrant report ending May 31, 2024.

SEE ATTACHMENT #15 & 16

XIII. Public Relations Reporting – Susan Dosier, DK Communications Group

- *Public Relations Report for Month-Ending May 31, 2024*

Dosier presented the public relations report for the month ending May 31, 2024.

SEE ATTACHMENT #17

XIV. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics

- *Advertising Report for Month-Ending May 31, 2024*

Schoenberger presented the May 31, 2024, visual advertisement report.

SEE ATTACHMENT #18

XV. Executive Director Update – Amber Scarlett

Scarlett updated TDA Board Members that the MAGS committee recently approved the City of Trinity's application. She also explained that six out of seven municipalities had applied and been approved for the MAGS program.

Scarlett also updated everyone that some of the TDA and VC team attended the Zookeepers Tourism Night in partnership with the North Carolina Zoo on June 12. They distributed promotional items, including innings giveaways in honor of the Anniversaries in the Heart of NC in 2024.

Scarlett also explained that some of the TDA and VC teams also attended the Caraway Speedway event on June 15th. They had a tent set up and distributed promotional items.

Scarlett explained that some of the TDA and VC team would also be attending the Randolph County Economic Development Annual Meeting on June 18th at the Harvest House; they would also be handing out promotional materials at the Friday Rockin' Concert in the Park on June 28th; the meet and greet for the new Asheboro/Randolph Chamber president, Adam Deathe on July 17th; the Business After Hours event that will be held at Millstone Creek Orchards on July 18th; the ribbon cutting at the Cider House at Millstone Creek Orchards on July 20th; and also the Annual Staff Retreat Meeting at the North Carolina Zoo on July 23, 24, & 25, 2024.

XVI. Request to Cancel July TDA Board Meeting – David Caughron

Caughron requested the July TDA Board Meeting be canceled. He explained how this would allow staff to attend the annual staff retreat.

A motion to cancel July's TDA Board Meeting was made by Rebecca Petty Moffitt and seconded by Leslie Brown, and the motion was unanimously approved.

XVII. Board Member Updates – David Caughron

Rebecca Petty Moffitt updated the TDA Board Members that Richard Petty would be celebrating his 87th Birthday in July.

Ross Holt updated the TDA Board Members that the Summer Reading program is getting started at all the county libraries around the County. He explained that they have over two hundred different events planned.

Leslie Brown updated the TDA Board Members that the Liberty Showcase Theater has slowed down a little for the Summer, but they have events scheduled for Fall and Winter.

Barbara Gallimore updated the TDA Board Members that Downtown Asheboro would be busy during the Summer with the Friday and Sunday Night Concerts.


Shawn Patel updated the TDA Board Members that the hotels are doing well, and they are also sold out every weekend.

XVIII. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be August 21, 2024.

A motion to adjourn the TDA Board Meeting on Wednesday, April 17, 2024, was made by Ross Holt and was seconded by Shawn Patel, and the motion was unanimously approved. The meeting was adjourned at 3:44 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board