



AGENDA

Board of Directors Meeting

Wednesday, January 21, 2026, | 2:00 pm

Randolph County Tourism Development Authority

Phillip Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC

- I. Call to Order – David Caughron, Chairman
- II. Roll Call of Board Members – Brooke Thomas, Clerk to the Board
- III. Request to Approve January 21, 2026, Agenda – David Caughron
- IV. Request to Approve Board of Directors Meeting Minutes from December 10, 2025 – David Caughron
- V. Presentation of Fiscal Year 2024/25 Annual Operations Audit – Jennifer Moran and Scott Anderson, Cherry Bekaert
- VI. Presentation of the 2026 Randolph County Annual Travel Guide – Melody Varner, Tourism Marketing Coordinator
- VII. Finance Reporting – Will Massie, Finance Director
 - *Finance Report for Month-Ending December 31, 2025*
- VIII. Hotel Data Reporting – Amber Scarlett, Executive Director
 - *Hotel Data Report for Month-Ending November 30, 2025*

- 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 Month-Ending December 31, 2025*
 - *Attendance Data Comparison & Guest Registrant Reports for Year-Ending December 31, 2025*
- X. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
- *Social Media Report for Month-Ending December 31, 2025*
- 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*
- 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*
- XIII. Executive Director Update – Amber Scarlett
- XIV. Board Member Updates – David Caughron
- XV. Request to Adjourn – David Caughron

Next Board of Directors Meeting

*Wednesday, February 18, 2026 @ 2 PM
Randolph County Tourism Development Authority
Phillip D. Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC*