



AGENDA

Board of Directors Meeting

Wednesday, February 19, 2025, | 2:00 pm

Randolph County Tourism Development Authority

Phil Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC

- I. Call to Order – David Caughron, Chairman
- II. Roll Call of Board Members – Amber M. Skeen, Clerk to the Board
- III. Request to Approve February 19, 2025, Agenda – David Caughron
- IV. Request to Approve Board of Directors Meeting Minutes from January 15, 2025 – David Caughron
- V. Request to Approve the 2025 Fidelity Bond for the Finance Officer – David Caughron
- VI. Request to Approve the TDA Audit Contract with Cherry Bekaert – David Caughron
- VII. Finance Reporting – Will Massie, Finance Director
 - *Finance Report for Month-Ending January 31, 2025*
- VIII. Hotel Data Reporting – Amber Scarlett, Executive Director
 - *Hotel Data Report for Month-Ending December 31, 2024*
 - *Hotel Data Report for 4th Quarter Month-Ending December 31, 2024*
 - *Hotel Data Report for Year-Ending December 31, 2024*
- IX. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
 - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending January 31, 2025*

- X. Public Relations Reporting – Susan Dosier, DK Communications Group
 - *Public Relations Report for the Year Ending December 31, 2024*
- XI. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
 - *Social Media Report for Month-Ending January 31, 2025*
- XII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
 - *Advertising Report for Month-Ending January 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, March 19, 2025 @ 2 PM**

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