AGENDA

Board of Directors Meeting
Wednesday, April 15, 2026, | 2:00 PM
Randolph County Tourism Development Authority
Phillip Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC

I. Call to Order – David Caughron, Board Chair

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

III. Request to Approve April 15, 2026 Agenda – David Caughron, Chair

IV. Request to Approve Board of Directors March 25, 2026 Meeting Minutes– David Caughron, Chair

V. Presentation of FY 2026/27 Tourism Development Authority Draft Budget Proposal – William Massie, Finance Officer

VI. Finance Reporting – Will Massie, Finance Director
- *Finance Report for Month-Ending March 31, 2026*

VII. Hotel Data Reporting – Amber Scarlett, Executive Director
- *Hotel Data Report for Month-Ending March 31, 2026*
- *Hotel Data Report for 1st Quarter-Ending March 31, 2026*

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

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending March 31, 2026*
- *Attendance Data Comparison & Guest Registrant Reports for 1st Quarter-Ending March 31, 2026*

IX. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
- *Social Media Report for Month-Ending March 31, 2026*

X. Public Relations Reporting – Susan Dosier, DK Communications Group
- *Public Relations Report for Month-Ending March 31, 2026*

XI. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
- *Advertising Report for Month-Ending March 31, 2026*

XII. Executive Director Update – Amber Scarlett, Executive Director

XIII. Board Member Updates – David Caughron, Chair

XIV. Request to Adjourn – David Caughron, Chair

Next Board of Directors Meeting

Wednesday, May 20, 2026 @ 2:00 pm
Randolph County Agricultural Center | Board Room
1800 US HWY 64 East, Asheboro, NC 27203