AGENDA

Board of Directors Meeting
Wednesday, May 20, 2026, | 2:00 PM
Randolph County Agricultural Center
Allen Ray McNeill Education & Resource Center
Board Meeting Room | 1880 US HWY 64, 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 May 20, 2026 Agenda – David Caughron, Board Chair

IV. Request to Approve Board of Directors April 15, 2026 Meeting Minutes– David Caughron, Board Chair

V. Public Hearing for Randolph County Tourism Development Authority FY 2026/27 Budget Proposal – Brooke Thomas, Clerk to the Board

VI. Adoption of FY 2026/27 Randolph County Tourism Development Authority Budget – David Caughron, Board Chair

VII. Randolph County Leadership Academy Video Presentation – Melody Varner, Tourism Marketing Coordinator

VIII. Finance Reporting – Will Massie, Finance Director
- *Finance Report for Month-Ending April 30, 2026*

IX. 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*

- *Hotel Data Report for Month-Ending April 30, 2026*

X. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
   - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending April 30, 2026*

XI. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
   - *Social Media Report for Month-Ending April 30, 2026*

XII. Public Relations Reporting – Susan Dosier, DK Communications Group
   - *Public Relations Report for Month-Ending April 30, 2026*

XIII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
   - *Advertising Report for Month-Ending April 30, 2026*

XIV. Executive Director Update – Amber Scarlett, Executive Director

XV. Board Member Updates – David Caughron, Chair

XVI. Request to Adjourn – David Caughron, Chair

Next Board of Directors Meeting

Wednesday, June 17, 2026 @ 2:00 pm
Randolph County Tourism Development Authority
Phillip D. Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC