AGENDA

Board of Directors Meeting
Wednesday, June 17, 2026, | 2:00 PM
Randolph County Tourism Development Authority
Phil Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC

I. Call to Order – Rebecca Petty Moffitt, Vice-Chair

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

III. Request to Approve June 17, 2026 Agenda – Rebecca Petty Moffitt, Vice-Chair

IV. Request to Approve Board of Directors May 20, 2026 Meeting Minutes – Rebecca Petty Moffitt, Vice-Chair

V. Southeast Tourism Society Marketing College Update – Melody Varner, Tourism Marketing Coordinator

VI. Update FY 2026/27 Contracted Services and Advertising/Marketing Contracts – Amber Scarlett, Executive Director

VII. Request for Policy Approval – Brooke Thomas, Director of Office Administration
- Gift Card Policy

VIII. Presentation & Adoption of FY 2026 - 2027 Marketing Plan & Program of Work – Amber Scarlett, Executive Director

IX. Heart Fund Report for FYE June 30, 2026 – Brooke Thomas, Director of Office Administration

X. Request for Appointment of Michael McKenzie as TDA Finance Officer, effective August 1, 2026 – Rebecca Petty Moffitt, Vice-Chair

XI. Finance Reporting – Will Massie, Finance Director
- *Finance Report for Month-Ending May 31, 2026*
- *Request to Approve Budget Amendment #2027-01*
- *Request to Approve Budget Amendment #2027-02*

XII. Hotel Data Reporting – Amber Scarlett, Executive Director
- *Hotel Data Report for Month-Ending May 31, 2026*

XIII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending May 31, 2026*

XIV. Digital Content Reporting – Amber Scarlett, Executive Director
- *Social Media Report for Month-Ending May 31, 2026*

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

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

XVII. Executive Director Update – Amber Scarlett, Executive Director

XVIII. Request to Cancel July Board of Director's Meeting – Rebecca Petty Moffitt, Vice-Chair

XIX. Board Member Updates – Rebecca Petty Moffitt, Vice-Chair

XX. Request to Adjourn – Rebecca Petty Moffitt, Vice-Chair

Next Board of Directors Meeting

No Meeting in July

Wednesday, August 19, 2026 @ 2:00 pm

Randolph County Tourism Development Authority

Phillip D. Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC