



AGENDA

Board of Directors Meeting

Wednesday, June 19, 2024, | 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 June 19, 2024, Agenda – David Caughron
- IV. Request to Approve Board of Directors Meeting Minutes from May 15, 2024 - David Caughron
- V. Presentation & Adoption of 2024 - 2025 Marketing Plan & Program of Work – Amber Scarlett
- VI. Presentation & Approval of the 2024 - 2025 RCTDA Employee Policies & Procedures Manual, 2024-25 Operating Procedures Manual, Volunteer Handbook – Amber M. Skeen, Director of Office Administration
- VII. Presentation & Approval of Job Descriptions – Amber M. Skeen
 - Executive Director
 - Director of Office Administration / Clerk of the Board
 - Director of Visitor Services & Information
 - Digital Content Coordinator
 - College Intern
 - Tourism Marketing Coordinator
 - Tourism Services Coordinator
 - Visitor Services & Information Counselor
 - Tourism Information Coordinator

- VIII. Heart Fund Report for FYE June 30, 2024 – Amber M. Skeen
- IX. Finance Reporting – Amber M. Skeen
- *Finance Report for Month-Ending May 31, 2024*
 - *Approval of Wellness Participation Bonus*
 - *Approval of Budget Amendment #2025-01, 02 & 03*
- X. Hotel Data Reporting – Amber Scarlett, Executive Director
- *Hotel Data Report for Month-Endings April 30, 2024 & May 31, 2024*
- XI. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
- *Attendance Data Comparison & Guest Registrant Reports for May 31, 2024*
- XII. Public Relations Reporting – Susan Dosier, DK Communications Group
- *Public Relations Report for Month-Ending May 31, 2024*
- XIII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
- *Advertising Report for Month-Ending May 31, 2024*
- XIV. Executive Director Update – Amber Scarlett
- XV. Request to Cancel July BOD Meeting – David Caughron
- XVI. Board Member Updates – David Caughron
- XVII. Request to Adjourn – David Caughron

Next Board of Directors Meeting

*** **NO MEETING IN JULY*****

August 21, 2024, | 2 PM

Randolph County Tourism Development Authority
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