



AGENDA

Board of Directors Meeting

Wednesday, August 21, 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 August 21, 2024, Agenda – David Caughron
- IV. Request to Approve Board of Directors Meeting Minutes from June 19, 2024 - David Caughron
- V. Presentation of Partnership Opportunities with Asheboro/Randolph Chamber of Commerce - Adam Deathe, Asheboro/Randolph Chamber of Commerce President
- VI. Presentation of Letters of Support for Trails in Randolph County – Amber Scarlett, Executive Director
 - *2024 Great Trails State Program (GTSP) Funding - North Asheboro Greenway Project, Asheboro*
 - *2024 Great Trails State Program (GTSP) Funding – Harlan Creek Bridge | Design & Engineering*
 - *NC Recreational Trails Program (RTP) – Deep River Randleman Dam to Randleman Blueway/Paddleway*
- VII. Finance Reporting – Will Massie, Finance Director
 - *Finance Report for Month-Ending June 30, 2024*
 - *Finance Report for Month-Ending July 31, 2024*

- VIII. Hotel Data Reporting – Amber Scarlett
- *Hotel Data Report for Month-Ending June 30, 2024*
 - *Hotel Data Report for Month-Ending July 31, 2024*
 - *Hotel Data Report for 2nd Quarter Ending June 30, 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 June 30, 2024*
 - *Attendance Data Comparison & Guest Registration Reports for Month-Ending July 31, 2024*
 - *Attendance Data Comparison Report for 2nd Quarter Ending June 30, 2024*
- X. Public Relations Reporting – Susan Dosier, DK Communications Group
- *Public Relations Report for Month-Ending June 30, 2024*
 - *Public Relations Report for Month-Ending July 31, 2024*
- XI. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
- *Social Media Report for Month-Ending June 30, 2024*
 - *Social Media Report for Month-Ending July 31, 2024*
- XII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
- *Advertising Report for Month-Ending June 30, 2024*
 - *Advertising Report for Month-Ending July 31, 2024*
- XIII. Executive Director Update – Amber Scarlett
- XIV. Board Member Updates – David Caughron
- XV. Request to Adjourn – David Caughron

Next Board of Directors Meeting

September 18, 2024, | 2 PM

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