



AGENDA

Board of Directors Meeting

Wednesday, September 18, 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 September 18, 2024, Agenda – David Caughron
- IV. Request to Approve Board of Directors Meeting Minutes from August 21, 2024 - David Caughron
- V. Update on Reappointments for TDA Board of Directors – Amber Scarlett, Executive Director
- VI. Finance Reporting – Will Massie, Finance Director
 - *Finance Report for Month-Ending August 31, 2024*
 - *Approval of Budget Amendment #2025-04*
- VII. Hotel Data Reporting – Amber Scarlett
 - *Hotel Data Report for Month-Ending August 31, 2024*
- VIII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
 - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending August 31, 2024*
- IX. Public Relations Reporting – Susan Dosier, DK Communications Group
 - *Public Relations Report for Month-Ending August 31, 2024*

- X. Digital Content Reporting – Wes Alexander, Digital Content Coordinator
 - *Social Media Report for Month-Ending August 31, 2024*
- XI. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
 - *Advertising Report for Month-Ending August 31, 2024*
- XII. Executive Director Update – Amber Scarlett
- XIII. Board Member Updates – David Caughron
- XIV. Request to Adjourn – David Caughron

Next Board of Directors Meeting

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