



AGENDA

Board of Directors Meeting

Wednesday, January 26, 2022, | 2:00 pm

NC EXTENSION OFFICE - RANDOLPH COUNTY |

1003 S FAYETTEVILLE STREET | ASHEBORO, NORTH CAROLINA

- I. Call to Order – David Caughron, Chairman
- II. Roll Call of Board Members – Amber M. Skeen, Clerk to the Board
- III. Request to Approve January 26, 2022, Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from December 15, 2021 - David Caughron
- V. Finance Reporting – Suzanne Dale
 - *Finance Report for Month-Ending December 2021*
- VI. Hotel Data Reporting – Amber Scarlett
 - *Hotel Data Report for Month-Ending November 30, 2021, & December 31, 2021*
 - *Hotel Data Report for 4th Quarter Month-Ending December 31, 2021*
 - *Hotel Data Report for Year-Ending December 31, 2021*
- VII. Social Media Reporting – Paislee Winkler, Tourism Marketing Coordinator
 - *Social Media Report for Month-Ending December 31, 2021*
- VIII. I-73/74 Visitor Centers Data Reporting – Amber M. Skeen
 - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending December 31, 2021*
 - *Attendance Data Comparison Report for 4th Quarter Month-Ending December 31, 2021*
- IX. Public Relations Report – Susan Dosier, DK Communications Group
 - *Public Relations Report for Month-Ending December 31, 2021*

- *Annual Report Ending December 31, 2021*
- X. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
 - *Advertising Report for Month-Ending December 31, 2021*
- XI. Tourism Recovery Updates– Amber Scarlett
- XII. Board Member Updates – David Caughron
- XIII. Request to Adjourn – David Caughron

Next Board of Directors Meeting
Wednesday, February 16, 2022, | 2 pm
NC Extension Office - Randolph County |
1003 S Fayetteville Street | Asheboro, North Carolina