



## **AGENDA**

### **Board of Directors Meeting**

**Wednesday, February 16, 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 February 16, 2022, Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from January 26, 2022 - David Caughron
- V. Update on Deep River State Trail and Randolph County Trails – Mary Joan Pugh, Trail/Natural Heritage Coordinator
- VI. Presentation of Annual Travel Guide 2022 – Amber Scarlett & Richard Schoenberger
- VII. Presentation of ARP Funding Request to Randolph County Board of Commissioners for FY 2021 - 2024 – Amber Scarlett, Amber Skeen, and Suzanne Dale
- VIII. Request to Approve ARP Funding Request to Randolph County Board of Commissioners for FY 2021 – 2024 – David Caughron
- IX. Finance Reporting – Suzanne Dale, Deputy Finance Director
  - *Finance Report for Month-Ending January 31, 2022*
- X. Hotel Data Reporting – Amber Scarlett, Executive Director
  - *Hotel Data Report for Month-Ending January 31, 2022*

- XI. Social Media Reporting – Paislee Winkler, Tourism Marketing Coordinator
  - *Social Media Report for Month-Ending January 31, 2022*
- XII. I-73/74 Visitor Centers Data Reporting – Amber M. Skeen, Director of Office Administration
  - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending January 31, 2022*
- XIII. Public Relations Report – Susan Dosier, DK Communications Group
  - *Public Relations Report for Month-Ending January 31, 2022*
- XIV. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
  - *Advertising Report for Month-Ending January 31, 2022*
  - *Advertising Report for Year-Ending December 31, 2021*
- XV. Tourism Recovery Updates– Amber Scarlett
- XVI. Board Member Updates – David Caughron
- XVII. Request to Adjourn – David Caughron

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