



AGENDA

Board of Directors Meeting

Wednesday, April 26, 2023, | 2:00 pm

**RANDOLPH COUNTY TDA | 500 ALBEMARLE RD, ASHEBORO,
NORTH CAROLINA, 27203**

PHILLIP D. KEMP MEETING ROOM

- I. Call to Order – David Caughron, Chairman
- II. Roll Call of Board Members – Amber M. Skeen, Clerk to the Board
- III. Request to Approve April 26, 2023, Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from March 15, 2023 - David Caughron
- V. Presentation of PARTF Grant Application for Aldridge Park Project in Archdale – Zeb Holden, City of Archdale Manager
- VI. Presentation of 2023 – 2024 Authority DRAFT Budget Proposal - Will Massie, Finance Officer
- VII. Presentation of DEAI Comprehensive Plan for Randolph County TDA – Amber Scarlett, Executive Director
- VIII. Request to Approve the DEAI Comprehensive Plan for Randolph County TDA – David Caughron
- IX. Finance Reporting – Will Massie
 - *Finance Report for Month-Ending March 31, 2023*
 - *Request to Approve Budget Amendment #2023_11*
- X. Hotel Data Reporting – Amber Scarlett
 - *Hotel Data Report for Months-Ending February 28th & March 31st*
 - *Hotel Data Report for 1st Quarter Ending March 31, 2023*

- XI. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending March 31, 2023*
 - *Attendance Data Comparison & Guest Registrant Report for 1st Quarter Ending March 31, 2023*
 - *Update from the 2023 SETCA Annual Meeting in Anderson, SC*
- XII. Social Media Reporting – Stephanie Ruiz, Motley Local
- *Social Media Report for Month-Ending March 31, 2023*
- XIII. Public Relations Reporting – Susan Dosier, DK Communications Group
- *Public Relations Report for Month-Ending March 31, 2023*
- XIV. Visual Advertisement Reporting – Richard Schoenberger, Manor House Creative
- *Advertising Report for Month-Ending March 31, 2023*
- XV. Executive Director Update – Amber Scarlett
- XVI. Board Member Updates – David Caughron
- XVII. Request to Adjourn – David Caughron

Next Board of Directors Meeting

Wednesday, May 17, 2023, | 2 pm

Randolph County TDA | Phillip D. Kemp Meeting Room
500 Albemarle Rd | Asheboro, North Carolina, 27203