



AGENDA

Board of Directors Meeting

Wednesday, May 17, 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 May 17, 2023, Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from April 26, 2023 - David Caughron
- V. Public Relations Reporting – Susan Dosier, DK Communications Group
 - *Public Relations Report for Month-Ending April 30, 2023*
- VI. Public Hearing on the 2023 - 2024 Authority Proposed Budget – Amber Skeen, Director of Office Administration
- VII. Adoption of 2023 – 2024 Authority Budget Proposal – David Caughron
- VIII. Update of 2023 - 2024 Contracted Services and Advertising/Marketing Contracts – Amber Scarlett, Executive Director
- IX. Finance Reporting – Will Massie
 - *Finance Report for Month-Ending April 30, 2023*
 - *Request to Approve Budget Amendment #2023_12*
- X. Hotel Data Reporting – Amber Scarlett
 - *Hotel Data Report for Months-Ending April 30, 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 April 30, 2023*
 - *Update on NTTW 2023 Participation & Event*
- XII. Social Media Reporting – Chelsea Dickey, Motley Local
 - *Social Media Report for Month-Ending April 30, 2023*
- XIII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Creative
 - *Advertising Report for Month-Ending April 30, 2023*
- XIV. Executive Director Update – Amber Scarlett
- XV. Board Member Updates – David Caughron
- XVI. Request to Adjourn – David Caughron

Next Board of Directors Meeting

Wednesday, June 21, 2023, | 2 pm

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