



## **AGENDA**

### **Board of Directors Meeting**

**Wednesday, June 21, 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 June 21, 2023, Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from May 17, 2023 - David Caughron
- V. Social Media Reporting – Chelsea Dickey, Motley Local
  - *Social Media Report for Month-Ending May 31, 2023*
- VI. Announcement of Appointment of Board Member, Amy Struble – David Caughron
- VII. Oath of Office for New Board Member, Amy Struble – Amber M. Skeen
- VIII. Presentation & Adoption of 2023 - 2024 Marketing Plan & Program of Work – Amber Scarlett
- IX. Presentation & Approval of the 2023 - 2024 RCTDA Employee Policies & Procedures Manual – Amber M. Skeen
- X. Heart Fund Report for FYE June 30, 2023 – Amber M. Skeen
- XI. Finance Reporting – Will Massie
  - *Finance Report for Month-Ending May 31, 2023*
  - *Request to Approve Budget Amendment #2023\_13*

- XII. Hotel Data Reporting – Amber Scarlett
  - *Hotel Data Report for Month-Ending April 30, 2023*
  - *Hotel Data Report for Month-Ending May 31, 2023*
- XIII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
  - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending May 31, 2023*
- XIV. Public Relations Reporting – Susan Dosier, DK Communications Group
  - *Public Relations Report for Month-Ending May 31, 2023*
- XV. Visual Advertisement Reporting – Richard Schoenberger, Manor House Creative
  - *Advertising Report for Month-Ending May 31, 2023*
- XVI. Request to Cancel July BOD Meeting – David Caughron
- XVII. Executive Director Update – Amber Scarlett
- XVIII. Board Member Updates – David Caughron
- XIX. Request to Adjourn – David Caughron

Next Board of Directors Meeting  
*Wednesday, August 16, 2023, | 2 pm*  
Randolph County TDA | Phillip D. Kemp Meeting Room  
500 Albemarle Rd | Asheboro, North Carolina, 27203