



## **AGENDA**

### **Board of Directors Meeting**

**Wednesday, June 23, 2021 | 2:00 pm**

NC EXTENSION OFFICE - RANDOLPH COUNTY |

1003 S FAYETTEVILLE STREET | ASHEBORO, NORTH CAROLINA

- I. Call to Order – David Caughron, Chairman of the Board
- II. Roll Call of Board Members – Amber M. Skeen – Clerk to the Board
- III. Request to Approve June 23, 2021 Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from May 19, 2021, 2021 – David Caughron
- V. Introduction of College Intern/Marketing Intern, Shane Icenhour – Amber Scarlett, Executive Director
- VI. Presentation of Letter of Support for Randolph County Farmers Market Alliance Grant – Amber Scarlett
- VII. Presentation & Adoption of 2021 – 2022 Marketing Plan & Program of Work – Amber Scarlett
- VIII. Presentation of the 2021 - 2022 RCTDA Employee Policies & Procedures Manual – Amber M. Skeen
- IX. Request to Approve the 2021 - 2022 RCTDA Employee Policies & Procedures Manual – David Caughron
- X. Finance Reporting – Suzanne Dale
  - *Finance Report for Month-Ending May 31, 2021*
- XI. Heart Fund Report for FYE June 30, 2021 – Amber M. Skeen

- XII. Request for Funding for the Heart Fund for 2021 - 2022 – Amber M. Skeen
- XIII. Hotel Data Reporting – Amber Scarlett
  - *Hotel Data Report for Month-Ending May 31, 2021*
- XIV. I-73/74 Visitor Centers Data Reporting – Amber M. Skeen
  - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending May 31, 2021*
- XV. Presentation of Service Contract Agreements & Advertising Contract Agreements – Amber Scarlett
- XVI. DK Communications Group Public Relations Reporting – Susan Dosier
- XVII. Manor House Graphics Visual Advertisement Reporting – Richard Schoenberger
- XVIII. Tourism Recovery Updates– Amber Scarlett
- XIX. Request to Cancel July BOD Meeting – David Caughron
- XX. Board Member Updates – David Caughron
- XXI. Request to Adjourn – David Caughron

Next Board of Directors Meeting  
*Wednesday, August 18, 2021 | 2 pm*  
*Location - TBD*