



AGENDA

Board of Directors Meeting

Wednesday, August 18, 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 August 18, 2021 Agenda – David Caughron
- IV. Request to Approve the Consent Agenda – David Caughron
 - *Approval of the Board of Director’s Meeting Minutes from May 19, 2021*
 - *Approval of the Board of Director’s Meeting Minutes from June 23, 2021*
 - *Approve the 2021-22 Marketing Plan & Program of Work*
 - *Approve the 2021-22 RCTDA Employee Policies & Procedures Manual*
- V. Introduction of Paislee Winkler, Tourism Marketing Coordinator – Amber Scarlett, Executive Director
- VI. Presentation of Letter of Support for Sandy Creek Pedestrian Bridge application – Amber Scarlett
- VII. Finance Reporting – Suzanne Dale, Financial Officer
 - *Finance Report for Month-Ending June 30, 2021 & July 31, 2021*
 - *Approve Budget Amendments 2022-01, 02 & 03*
- VIII. Hotel Data Reporting – Amber Scarlett
 - *Hotel Data Report for Month-Ending June 30, 2021*
 - *Second-Quarter Hotel Data Report Ending June 30, 2021*
- IX. I-73/74 Visitor Centers Data Reporting – Amber M. Skeen
 - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending June 30, 2021 & July 31, 2021*

- *Second-Quarter Attendance Data Comparison Report Ending June 30, 2021*

- X. DK Communications Group Public Relations Reporting – Susan Dosier, DK Communications Group

- XI. Manor House Graphics Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics

- XII. Tourism Recovery Updates – Amber Scarlett

- XIII. Board Member Updates – David Caughron

- XIV. Request to Adjourn – David Caughron

Next Board of Directors Meeting
Wednesday, September 15, 2021 | 2 pm
Location - TBD