



## **AGENDA**

### **Board of Directors Meeting**

**Wednesday, October 18, 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 October 18, 2023, Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from September 20, 2023 - David Caughron
- V. Update on Randolph County Tourism Development Authority Board Reappointments – Amber Scarlett, Executive Director
- VI. Update on Randolph County Trails – Mary Joan Pugh, Trails/Natural Heritage Coordinator for Randolph County
- VII. Finance Reporting – Will Massie
  - *Finance Report for Month-Ending September 30, 2023*
- VIII. Hotel Data Reporting – Amber Scarlett
  - *Hotel Data Report for Month-Ending September 30, 2023*
- IX. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information
  - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending September 30, 2023*
- X. Public Relations Reporting – Susan Dosier, DK Communications Group
  - *Public Relations Report for Month-Ending September 30, 2023*

- XI. Visual Advertisement Reporting – Richard Schoenberger, Manor House Creative
  - *Advertising Report for Month-Ending September 30, 2023*
- XII. Executive Director Update – Amber Scarlett
- XIII. Board Member Updates – David Caughron
- XIV. Request to Adjourn – David Caughron

Next Board of Directors Meeting

*Wednesday, November 15, 2023, | 2 pm*

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