



## **AGENDA**

### **Board of Directors Meeting**

**Wednesday, October 20, 2021 | 2:00 pm**

NC EXTENSION OFFICE - RANDOLPH COUNTY |

1003 S FAYETTEVILLE STREET | ASHEBORO, NORTH CAROLINA

- 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 20, 2021 Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from September 15, 2021 - David Caughron
- V. Introduction of New Tourism Services Coordinator, Doyle Craven – Amber Scarlett, Executive Director
- VI. Presentation of 2020 Annual Report – Amber Scarlett
- VII. Finance Reporting – Suzanne Dale
  - *Finance Report for Month-Ending September 30, 2021*
- VIII. Hotel Data Reporting – Amber Scarlett
  - *Hotel Data Report for Month-Ending August 31, 2021*
- IX. I-73/74 Visitor Centers Data Reporting – Amber M. Skeen
  - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending September 30, 2021*
- X. Public Relations Report – Susan Dosier, DK Communications Group
  - *Public Relations Report for Month-Ending September 30, 2021*

- XI. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
  - *Advertising Report for Month-Ending September 30, 2021*
- XII. Tourism Recovery Updates– Amber Scarlett
- XIII. Board Member Updates – David Caughron
- XIV. Request to Adjourn – David Caughron

Next Board of Directors Meeting  
*Wednesday, November 17, 2021 | 2 pm*  
*Location - TBD*