



AGENDA

Board of Directors Meeting

Wednesday, April 27, 2022, | 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 April 27, 2022 Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from March 16, 2022 - David Caughron
- V. Update on Occupancy Tax Collection – NCDR – Aimee Scotton, County Attorney
- VI. Introduction of Tourism Marketing Coordinator, Melody Varner – Amber Scarlett, Executive Director
- VII. Update on SETCA Annual Conference – Amber Scarlett and Amber Skeen
- VIII. Presentation of 2022 – 2023 Authority DRAFT Budget Proposal – Suzanne Dale, Finance Officer and Amber M. Skeen
- IX. Finance Reporting – Suzanne Dale, Deputy Finance Director
 - *Finance Report for Month-Ending March 31, 2022*
- X. Hotel Data Reporting – Amber Scarlett, Executive Director
 - *Hotel Data Report for Month-Ending February 28, 2022*
 - *Hotel Data Report for Month-Ending March 31, 2022*
 - *Hotel Data Report for 1st Quarter Ending March 31, 2022*

- XI. I-73/74 Visitor Centers Data Reporting – Amber M. Skeen, Director of Office Administration
- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending March 31, 2022*
 - *Attendance Data Comparison & Guest Registrant Report for 1st Quarter Ending March 31, 2022*
- XII. Public Relations Report – Susan Dosier, DK Communications Group
- *Public Relations Report for Month-Ending March 31, 2022*
- XIII. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
- *Advertising Report for Month-Ending March 31, 2022*
- XIV. Tourism Recovery Updates– Amber Scarlett
- XV. Board Member Updates – David Caughron
- XVI. Request to Adjourn – David Caughron

Next Board of Directors Meeting
Wednesday, May 18, 2022, | 2 pm
NC Extension Office - Randolph County |
1003 S Fayetteville Street | Asheboro, North Carolina