



## **AGENDA**

### **Board of Directors Meeting**

**Wednesday, June 15, 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 June 15, 2022, Agenda – David Caughron
- IV. Request to Approve Board of Director’s Meeting Minutes from May 18, 2022 - David Caughron
- V. Request to Approve Job Title & Description for Digital Content Coordinator – Amber Scarlett, Executive Director
- VI. Introduction of Director of Visitor Services & Information and Digital Content Coordinator – Amber Scarlett
- VII. Presentation & Adoption of 2022 - 2023 Marketing Plan & Program of Work – Amber Scarlett
- VIII. Presentation & Approval of the 2022 - 2023 RCTDA Employee Policies & Procedures Manual – Amber M. Skeen
- IX. Finance Reporting – Suzanne Dale, Deputy Finance Director
  - *Finance Report for Month-Ending May 31, 2022*
- X. Heart Fund Report for FYE June 30, 2022 – Amber M. Skeen
- XI. Hotel Data Reporting – Amber Scarlett
  - *Hotel Data Report for Month-Ending May 31, 2022*

- XII. I-73/74 Visitor Centers Data Reporting – Amber M. Skeen, Director of Office Administration
  - *Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending May 31, 2022*
- XIII. Public Relations Report – Susan Dosier, DK Communications Group
  - *Public Relations Report for Month-Ending May 31, 2022*
- XIV. Visual Advertisement Reporting – Richard Schoenberger, Manor House Graphics
  - *Advertising Report for Month-Ending May 31, 2022*
- XV. Announcement of Annual Staff Planning Retreat – Amber Scarlett
- XVI. Request to Cancel July BOD Meeting – David Caughron
- XVII. Board Member Updates – David Caughron
- XVIII. Request to Adjourn – David Caughron

**Next Board of Directors Meeting**  
*Wednesday, August 17, 2022, | 2 pm*  
NC Extension Office - Randolph County |  
1003 S Fayetteville Street | Asheboro, North Carolina