



# Board of Directors Meeting Minutes

## Wednesday, May 18, 2022, | 2 PM

Randolph Cooperative Extension Office  
1003 S Fayetteville Street | Asheboro

### **I. Call to Order – David Caughron, Chairman**

The Randolph County Tourism Development Authority Board of Directors meeting was called to order by David Caughron, Chairman, at 2:00 PM on Wednesday, May 18, 2022, at the Randolph Cooperative Extension Office, 1003 S Fayetteville St, Asheboro.

### **II. Roll Call of Board Members – Amber M. Skeen, Clerk to the Board**

**Board Member Present IN PERSON:** David Caughron, Chairman, Luke Hollingsworth, Ross Holt, Barbara Gallimore, and Rebecca Petty Moffitt

**Board Members Present by ZOOM:** Leslie Brown and Shawn Patel

**Board Members Absent:** Pam Brown, Barbara Gallimore, and Diane Villa

**Staff Members Present IN PERSON:** Amber Scarlett, Executive Director; Amber Skeen, Clerk to the Board; Suzanne Dale, Finance Officer; Melody Varner, Tourism Marketing Coordinator

**Guests Present IN PERSON:** Richard Schoenberger, Manor House Graphics

**Guest Present by ZOOM:** Susan Dosier, DK Communications Group; Tom Osteen, RhinoLeap

### **III. Request to Approve May 18, 2022, Agenda – David Caughron**

A motion to approve the agenda for May 18, 2022, as presented was made by Luke Hollingsworth and seconded by Rebecca Petty Moffitt and the motion was unanimously approved.

**IV. Request to Approve Board of Directors Meeting Minutes from April 27, 2022 – David Caughron**

A motion to approve the Board of Directors Meeting Minutes from April 27, 2022, as presented was made by Ross Holt and seconded by Luke Hollingsworth and the motion was unanimously approved.

**V. Updated for 2022/23 from RhinoLeap Productions- Tom Osteen, Executive Director**

Tom Osteen updated the TDA Board Members on the productions for 2022-23 for RhinoLeap. Osteen is very excited about the upcoming year and the productions that RhinoLeap would be performing. Osteen thanked the organization for its support of their programming.

**VI. Public Hearing on the 2022/23 Authority Proposed Budget – David Caughron**

Caughron opened the Public Hearing on the 2022 - 2023 Budget and asked the Clerk to read the General Statute, as follows:

Pursuant to NCGS 159-12, the Board shall hold a public hearing on the proposed budget, at which time any persons who wish to be heard may appear. NCGS 160A-81 provides general authority to regulate conduct at public hearings relating to the number of people who speak, the length of time, and the authority to maintain order. The following are the guidelines established for this budget public hearing:

- Each speaker must first provide his or her name both orally and in writing before speaking
- Comments are restricted to topics that relate to the proposed budget
- Public Comment rules have been set by the Executive Committee to allow each speaker a maximum of three minutes to make comments. Additional time may be granted at the discretion of the Chairman.
- Comments are to be directed to the Board and not to one individual Member.
- The response, discussion, or action concerning issues raised during the public input session will be at the discretion of the Board
- Speakers will be courteous in their language and presentation
- Speakers should not discuss matters which concern the candidacy of any person seeking public office or matters in current or anticipated litigation

With no members of the public present to speak, Caughron closed the Public Hearing.

**VII. Presentation of 2022/23 Authority DRAFT Budget Proposal – Suzanne Dale, Finance Officer, and Amber M. Skeen**

Dale and Skeen presented the DRAFT 2022 - 2023 Authority Budget.  
**See ATTACHMENT #1**

A motion to approve the 2022 - 2023 Authority Budget as presented was made by Rebecca Petty Moffitt and seconded by Ross Holt, and the motion was unanimously approved.

**VIII. Update of 2022/23 Contracted Services and Advertising/Marketing Contracts – Amber Scarlett, Executive Director**

Scarlett updated the TDA Board Members that conversations, proposals, and contracts are being processed daily for the upcoming budget year. Just last week Chairman, David Caughron, Amber Skeen, and Scarlett had a meeting with Lisa Garner to discuss the new digital process for contract control within the County. She is making it a personal and organizational goal to have contracts processed through the County by the end of May/early June before the new budget year begins each year. She is also looking forward to sharing more information on the marketing and advertising contracts during the Marketing Plan presentation next month as well as how our contracted services team supports our work plan efforts.

**IX. Finance Reporting – Suzanne Dale**

- **Finance Report for Month-Ending April 30, 2022**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending April 30, 2022.

**SEE ATTACHMENT #2**

- **Approval of Budget Amendment #2022\_06**

A motion to approve budget amendment #2022\_06 as presented was made by Luke Hollingsworth and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

**SEE ATTACHMENT #3**

**X. Hotel Data Reporting – Amber Scarlett**

- **Hotel Data Report for Month-Ending April 30, 2022**

Scarlett presented the Hotel Data Report for the month-ending April 30, 2022.

**SEE ATTACHMENT #4**

**XI. I-73/74 Visitor Centers Data Reporting – Amber Skeen**

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending April 30, 2022**

Skeen presented Visitor Centers Data Reports for the month-ending April 30, 2022.

**SEE ATTACHMENT # 5 & 6**

Skeen also updated the TDA Board Members that the Visitor Centers hosted National Travel and Tourism Week May 1 – 7, 2022. The Centers celebrated on Friday, May 6<sup>th</sup> by providing North Carolina made beverage and crackers to visitors that stopped by this weekend. Staff members welcomed over 600 visitors.

## **XII. Public Relations Report – Susan Dosier, DK Communications Group**

Dosier presented the Public Relations Report for the months-ending March 31<sup>st</sup> and April 30, 2022

**SEE ATTACHMENT # 7**

## **XIII. Manor House Graphics Visual Advertising Reporting – Richard Schoenberger, Manor House Graphics**

Schoenberger presented the Visual Advertising Report for the month-ending April 30, 2022.

**SEE ATTACHMENT # 8**

## **XIV. Update on Tourism Recovery - Amber Scarlett**

Scarlett updated the TDA Board Members that although their high enthusiasm and commitment to travel remains intact, gas prices and inflation have a number of American travelers predicting they will make some adjustments to their upcoming trips.

The key findings presented below represent data American travelers collected in April 2022.

The Impact of Inflation, Gas Prices & Other Economic Factors on Travel

- 59.0% of American travelers believe it is likely an economic recession will begin in the U.S. this year.
- Inflation in consumer prices has led 23.2% of American travelers to cancel an upcoming trip, while 38.3% of American travelers agree that high prices have prevented them from traveling in the past month.

- If gasoline prices do not come down, 58.0% of American travelers predict they will be taking fewer road trips this Spring and Summer, and 60.4% predict they will be staying closer to home on their road trips.
- Fewer American travelers are now saying that luxury travel experiences are important to their leisure trips. The average reported leisure travel budget for the next 12 months is \$3,857, this is still down from February when it was estimated at \$4,283.
- Nevertheless, Americans are still prioritizing their leisure travel. Nearly 90% have trips planned—3.0 on average. Over 80% did some trip dreaming and planning just in the last week alone.
- Many Americans also continue to feel optimistic about their financial future. 42.4% believe they will be better off financially next year compared to now.

#### Expectations for the Pandemic

- Currently, only 1/3 of American travelers surveyed feel COVID will have a meaningful impact on their travel experiences, and fewer than one-in-five recent travelers felt pandemic anxiety on their last trip.
- Interestingly, over 45% of American travelers feel it is likely that a dangerous new variant of COVID-19 will emerge in the U.S. in the remainder of this year. In addition, those that feel the pandemic situation will get worse in the next month have more than doubled over the last several weeks—to 21.5% from 8.7%. However, this wariness has not currently impacted their excitement for travel nor their confidence in their ability to travel safely.

#### The State of Business Travel

- Nearly 2/3 of American travelers feel it is likely companies will require more employees to return to the office in the remainder of the year.
- Only 36.5% of American travelers expect that business travel will return to pre-pandemic levels in 2022, as 64.7% believe that virtual meetings will continue to replace many in-person meetings.
- Business travelers are attending face-to-face meetings & conferences; with over half taking a business-related trip in the next 3 months.

### **XV. Board Member Updates – David Caughron**

Leslie Brown updated TDA Board Members that The Liberty Showcase Theater would be hosting an event for a fellow band member of hers and Dewey's, invited everyone to come and support this local family.

Rebecca Petty Moffitt updated TDA Board Members they would be hosting Petty Fest on July 9<sup>th</sup> and the Richard Petty Blue Jeans and Boots event tonight.

Luke Hollingsworth updated TDA Board Members on the completion of renovations and additions to the bar and grill area. They are also gearing up for tournament season.

Ross Holt updated TDA Board Members that the summer movies would be starting at the Sunset Theatre soon. The library has several activities planned this summer for children at all branches of the Randolph County Library system.

David Caughron updated TDA Board Members that Randleman was gearing up for Market & Music events in Downtown Randleman. The NC Food Truck State Championship is in its 9<sup>th</sup> year and is scheduled for Saturday, June 18<sup>th</sup>.

**XVI. Adjourn – David Caughron**

A motion to adjourn the TDA Board Meeting on Wednesday, May 18, 2022, was made by Rebecca Petty Moffitt and was seconded by Luke Hollingsworth, and the motion was unanimously approved. The meeting was adjourned at 3:18 PM.

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**NORTH CAROLINA  
RANDOLPH COUNTY**



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**David Caughron, Chairman**



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**Amber M. Skeen, Clerk to the Board**