



BOARD OF DIRECTORS MEETING MINUTES JANUARY 22, 2020

I. Call to Order – David Caughron, Chairman of the Board

The Randolph County Tourism Development Authority (Authority) Board of Directors meeting was called to order by David Caughron, Chairman, at 2:15 PM on Wednesday, January 22, 2020, at the Randolph County Tourism Development Authority, 500 Albemarle Rd, Asheboro, NC 27203, immediately following a Board and Staff member tour of the new Heart of NC Visitors Bureau facility.

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

Board Members: David Caughron, Chairman; Rebeca Petty Moffitt, Vice-Chair; Leslie Brown, Barbara Gallimore, Ross Holt, Marianne Rowe, and Diane Villa

Board Members Absent: Shawn Patel

Staff Members: Suzanne Dale, Finance Officer; Myra Hoover, Director of Visitor Services & Information; Tammy O'Kelley, CEO; Amber Scarlett, Director of Tourism; and Amber Renee Skeen, Clerk to the Board

Guests: Paul Church & Larry Penkava, Courier-Tribune; Kenny Kidd, Board of County Commissioners; and Richard Schoenberger, Manor House Graphics

** O'Kelley asked to add to agenda item number XII - Updated on NCDOT Funding*

III. Request to Approve December 18, 2019, TDA Board Meeting Minutes – David Caughron

A motion to approve the December 18, 2019, TDA Board Meeting Minutes as presented was made by Rebecca Petty Moffitt and seconded by Ross Holt; and the motion was unanimously approved. See *ATTACHMENT #1*.

IV. 500 Albemarle Road Building Update & Budget Review – Amber M. Skeen

Skeen updated Board Members on continued updates at the new location at 500 Albemarle Road noting that Asheboro Alarm would install the new security system this week; the white magnetic dry erase boards and outdoor signage should also be installed in the next week. The Sharp Smart Board has been delayed due to unexpected manufacturing shutdowns in China. See *ATTACHMENT #2*

V. Request for Approval of Naming 500 Albemarle Rd Board Room the “Phillip Douglas Kemp Meeting Room” – Tammy O’Kelley, CEO

O’Kelley presented a memo, “Naming of the New Board Room at 500 Albemarle Road,” to the Board. See *ATTACHMENT #3*.

A motion to approve Naming of the 500 Albemarle Road Board Room the “Phillip Douglas Kemp Meeting Room” was made by Luke Hollingsworth and seconded by Barbara Gallimore; and the motion was unanimously approved.

VI. Request for Approval of Smoke-Free Worksite Policy – Tammy O’Kelley

O’Kelley stated that while in the 1909 Randolph County Courthouse Building, the TDA was covered under the county’s smoke-free facilities policy which became effective in May 2019. Now that the TDA has moved into the new location, which is NOT owned by the county, the organization is left without a policy.

Why have a policy?

- To identify what is considered a tobacco product
- To improve the health of all employees and consider the health of visitors to the property
- Reduce employer costs - both in health and reduced productivity costs
- To be seen as a good neighbor
- Having a policy will give provide transparency during the hiring/orientation process

Will this policy apply to all staff?

- Yes. The U.S. Constitution does NOT grant individuals a right to smoke and/or use tobacco products. In other words, smokers are not a protected class.

Do we have resources available to assist employees who may want to quit using tobacco products?

- Yes – as is explained in the policy. Many of the services offered are FREE of charge, including medications and counseling.

Will this policy apply to all staff?

- Yes. However, the policy will not override the state’s policy for the Visitor Centers. But, having a policy will allow Myra Hoover, Director of Visitor Services & Information, the opportunity to better supervise employees who may cause loss of productivity by letting them know the TDA does not offer special privileges and breaks during the workday. At 500 Albemarle Rd, there will not be a smoking area because (a) smoking in front of the building could serve as a deterrent to entering; and (b) there is nowhere beside or behind the building to put in a smoking area that would not interfere with our neighboring business to the west.

How will the policy be implemented?

- Between now and July 1, 2020, O’Kelley will develop messaging that will go out to all employees advising them of the policy and the implementation date. The TDA Leadership Team will discuss compliance and enforcement strategies to put in place by the implementation date and will meet with Sam Varner, County Wellness Administrator, to discuss the current menu of cessation options for both full- and part-time employees who may be interested and ways to promote these options. See *ATTACHMENT #4*.

A motion to approve the Smoke-Free Worksite Policy as presented was made by Marianne Rowe and seconded by Leslie Brown; and the motion was unanimously approved.

VII. Update on 2020 Randolph County Travel Guide – Tammy O’Kelley

O’Kelley updated Board Members that after unanticipated print delays, the 2020 Randolph County Travel Guides will be delivered the third week of February.

VIII. Finance Reporting – Suzanne Dale, Finance Officer

- *Dale reviewed the year-to-date report on the revenues and expenditures, and analysis of net collections of occupancy tax for the month ending December 31, 2019. See ATTACHMENT #5.*

IX. Hotel Data Reporting – Amber Scarlett, Director of Tourism

- *Scarlett reported that for the Hotel Data Report for month-ending December 31, 2019, had not been received yet from Smith Travel Research.*

X. I-73/74 Visitor Centers Data Reporting – Myra Hoover, Director of Visitor Services & Information

- *Hoover presented Visitor Centers Data Reports for Year-Ending 2019 and for month-ending December 31, 2019. See ATTACHMENTS #6,#7,& #8.*

XI. Public Relation Reporting – Tammy O’Kelley

- *O’Kelley presented the Public Relations Report for month-ending December 31, 2019. See ATTACHMENT #9.*

XII. Update on NC DOT Budget – Tammy O’Kelley

The TDA was recently notified that NC DOT Division 8 has given 60 days’ notice to Hartley Enterprises, a subcontractor that handles the janitorial maintenance/litter control of the bathroom and vending facilities at the I-73/74 Visitor Centers. They have also recently ended contracts at our facilities for ground maintenance. All janitorial maintenance, litter control, and grounds maintenance will now be handled in-house by NC DOT staff with Hartley’s last day being March 6, 2020. The public and employees of the TDA will likely not see any changes in the maintenance and care of the buildings. The reason this has happened is two-fold:

1. NC DOT is experiencing a cash flow problem due to Hurricane Florence (\$300M), combined with Hurricane Michael, mud and rockslides in Western NC, and the recent Map Act settlements.
2. The state has not yet passed a budget and the next budget cycle is not until 2021. By law, NC DOT has to maintain 7.5% of their total funding in a fund balance. Canceling these contracts and redirecting NC DOT staff to cover these positions is a means for them to cover their expenses without dipping into their fund balance, which they need to cover natural disasters and states of emergency.

There are a lot of rumors being disseminated, in particular by people who may be losing their jobs working for these contractors as part of the cancellation of the contracts. One is that Division 8 and the I-73/74 Visitor Centers are the only sections of NC DOT that have had to make cuts and take over these maintenance jobs. That is not true. Most divisions have taken over grounds maintenance and have or are considering taking over the janitorial maintenance. By law, NC DOT was required to give 60 days’ notice to these contractors and they have done so. According to Chuck Dumas, Division 8 Engineer, they do not see any cashflow relief for at least a year, but the goal is for no one entering or traveling through North Carolina’s welcome and visitor centers and rest stops to see a

difference in services. This is important because these facilities serve as North Carolina's "front door and welcome" to the state.

XIII. Request to Adjourn – David Caughron

A motion to adjourn the meeting was made by Ross Holt and seconded by Marianne Rowe, and the motion was unanimously approved. The meeting was adjourned at 3:25 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board