



# Board of Directors Meeting Minutes

## Wednesday, January 25, 2023, | 2 PM

Randolph County Tourism Development Authority  
Phillip D. Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC

### 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, January 25, 2023, at the Randolph County Tourism Development Authority, Phil Kemp Meeting Room, 500 Albemarle Rd, Asheboro, North Carolina.

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

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

**Board Members Present by ZOOM:** Leslie Brown and Diane Villa

**Board Members Absent:** Pam Brown

**Staff Members Present IN PERSON:** Amber Scarlett, Executive Director; Amber Skeen, Clerk to the Board; Doyle Craven, Tourism Services Coordinator; Will Massie, Finance Officer

**Guests Present IN PERSON:** Kenny Kidd, Randolph County Commissioner Liaison; Mary Joan Pugh, Randolph County Trails/Natural Heritage Coordinator; Richard Schoenberger, Manor House Creative; Larry Penkava, Randolph HUB

**Guests Present by ZOOM:** Susan Dosier, DK Communication Group

### III. Request to Approve January 25, 2023, Agenda – David Caughron

The Chairman noted that at the end of the regular meeting, we would go into a closed session and ask that all guests, either in person or via Zoom, leave for that part of the meeting. It was also requested that the agenda be amended to move DK Communications Group's report from Agenda item X. (10) to Agenda item V. (5).

A motion to approve the agenda for January 25, 2023, as amended, was made by Luke Hollingworth and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

**IV. Request to Approve Board of Directors Meeting Minutes from December 14, 2002– David Caughron**

A motion to approve the Board of Directors Meeting Minutes from December 14, 2022, as presented, was made by Shawn Patel and seconded by Ross Holt, and the motion was unanimously approved.

**SEE ATTACHMENT # 1**

**V. Public Relations Report – Susan Dosier, DK Communication Group**

Dosier presented the Public Relations Report for December 31, 2022.

In her report, she stated how huge the Tea Time Magazine article featuring tea vendors in Asheboro and the Tea with Seagrove Potters events had become, noting how unique this collaboration is to Randolph County. She encouraged the TDA to explore other ways to build upon the tea theme.

**SEE ATTACHMENT # 2**

**VI. Request to Approve a Resolution of Support for Trails and 2023 Year of the Trail – David Caughron**

The Resolution of Support for Trails and the 2023 Year of the Trail were read aloud by the Chairman.

Mary Joan Pugh reported on the many activities planned to celebrate the 2023 Year of the Trail in Randolph County and thanked the TDA for all their promotional support.

A motion to approve a Resolution of Support for Trails and 2023 Year of the Trail as presented was made by Ross Holt and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

**SEE ATTACHMENT # 3**

**VII. Presentation of Letter of Support for the City of Asheboro Integrated Mobility Division Paved Trails and Sidewalk Feasibility Study Grant – Amber Scarlett, Executive Director**

Scarlett shared with the TDA Board a letter of support for the City of Asheboro Integrated Mobility Division Paved Trails and Sidewalk Feasibility Study Grant that she sent earlier in January on behalf of the TDA. She stated that there was a deadline for the letter that fell between Board meetings and thanked the Board for letting her submit it on their behalf.

**SEE ATTACHMENT # 4**

**VIII. Finance Reporting – Will Massie, Finance Director**

- **Finance Report for the Month Ending December 31, 2022**

Massie reviewed the year-to-date reports on the revenues and expenditures for the month ending December 31, 2022.

**SEE ATTACHMENT # 5**

- **Request for Approval of Budget Amendment #2023\_08**

Massie reviewed Budget Amendment #2023\_08 and noted one correction.

A motion to approve Budget Amendment #2023\_08 for January 25, 2023, as amended, was made by Rebecca Petty Moffitt and seconded by Luke Hollingsworth, and the motion was unanimously approved.

**SEE ATTACHMENT # 6**

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

- **Hotel Data Report for the Months Ending November 30 and December 31, 2022**

Scarlett presented Hotel Data Reports for months ending November 30 and December 31, 2022.

- **Hotel Data Report for the 4th Quarter Month Ending December 31, 2022**

Scarlett presented the 4th quarter Hotel Data Report for the month ending December 31, 2022.

- **Hotel Data Report for Year Ending December 31, 2022**

Scarlett presented the Hotel Data Report for the year ending December 31, 2022.

**SEE ATTACHMENTS # 7 - 9**

**X. I-73/74 Visitor Centers Data Reporting – Amber Skeen, Director of Office Administration**

It was noted that Annette Cagle could not attend the meeting and that Amber Skeen would be making the Visitor Center reports.

- **Attendance Data Comparison & Guest Registrant Reports for the Month Ending December 31, 2022**

Skeen presented Visitor Centers Data Reports for the month ending December 31, 2022.

**SEE ATTACHMENT # 10**

- **Attendance Data Comparison Report for the 4th Quarter Month Ending December 31, 2022**

Skeen presented the 3rd quarter month-ending December 31, 2022.

**SEE ATTACHMENT # 11**

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

Schoenberger presented the Visual Advertising Report for the month ending December 31, 2022.

**SEE ATTACHMENT # 12**

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

Ross Holt updated TDA Board Members on the success of the Center City Garden presentation and noted that three direct descendants of Jonathan Worth were in attendance. He also shared about other upcoming events that the library would be hosting.

Diane Villa updated TDA Board Members on upcoming events noting that the North Carolina Zoo would be hosting a travel writer from Walter Magazine on Sunday, January 29.

Shawn Patel updated TDA Board Members on the progress being made in the hotel remodeling project noting that after the first phase is completed and reopened another section would be closed for its remodeling.

Barbara Gallimore updated TDA Board Members on the Rhino Leap production, Company K: From Asheboro to the Fields of France that would be at the Sunset Theatre in early February. She also noted that the performers for Asheboro Summer Concert Series had been booked.

Luke Hollingsworth updated TDA Board that the Jr. Tournament would be at Holly Ridge on March 4 & 5. He also announced that the Archdale/Trinity Chamber of Commerce had named Ashlee Willett the new President.

Rebecca Petty Moffitt updated TDA Board Members that they would be hosting the Petty's Garage March Cruise-In on March 11.

Leslie Brown updated TDA Board Members on upcoming concerts at Liberty Showcase Theatre, including Chubby Checker. She shared that the town of Liberty had paved the parking lot behind their building. She also shared that their new ticketing system logs where attendees are coming from, so they would now be able to track that data.

David Caughron updated TDA Board Members that the Asheboro/Randolph Chamber of Commerce Annual Meeting and Awards Banquet would be held on January 27<sup>th</sup> and the Archdale-Trinity Annual Meeting on February 23.

**XIII. Adjourn – David Caughron**

A motion to adjourn and go into a closed session was made by Luke Hollingsworth and seconded by Ross Holt, and the motion was passed unanimously. The regular session was adjourned at 2:58 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**