



Board of Directors Meeting Minutes

Wednesday, January 26, 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 (Authority) Board of Directors meeting was called to order by David Caughron, Chairman, at 2:03 PM on Wednesday, January 26, 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; and Barbara Gallimore

Board Member Present BY ZOOM: Rebecca Petty Moffitt, Vice-Chair

Board Members Absent: Leslie Brown; Pam Brown; Shawn Patel; Diane Villa

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

Guests Present IN PERSON: Richard Schoenberger, Manor House Graphics

Guests Present BY ZOOM: Susan Dosier, DK Communication Group

III. Request to Approve January 26, 2022, Agenda – David Caughron

A motion to approve the agenda for January 26, 2022, as presented was made by Luke Hollingsworth and seconded by Ross Holt and the motion was unanimously approved.

IV. Request to Approve Board of Directors Meeting Minutes from December 15, 2021 – David Caughron

A motion to approve the Board of Directors Meeting Minutes from December 15, 2021, as presented was made by Ross Holt and seconded by Luke Hollingsworth and the motion was unanimously approved.

V. Finance Reporting – Suzanne Dale

- **Finance Report for Month-Ending December 31, 2021**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending December 31, 2021.

SEE ATTACHMENT # 1

VI. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Month-Ending November 30, 2021, & December 31, 2021**

Scarlett presented the Hotel Data Report for the month ending November 30, 2021, & December 31, 2021.

SEE ATTACHMENT # 2 & 3

- **Hotel Data Report for 4th Quarter Month-Ending December 31, 2021**

Scarlett presented the 4th Quarter Hotel Data Report ending December 31, 2021

SEE ATTACHMENT #4

- **Hotel Data Report for Year-Ending December 31, 2021**

Scarlett presented the year-ending Hotel Data Report ending December 31, 2021.

SEE ATTACHMENT #5

VII. Social Media Reporting – Paislee Winkler, Tourism Marketing Coordinator

- **Social Media Report for Month-Ending December 31, 2021**

Winkler presented the Social Media Report for month ending December 31, 2021.

SEE ATTACHMENT #6

VIII. I-73/74 Visitor Centers Data Reporting – Amber M. Skeen

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending December 31, 2021**

Skeen presented Visitor Centers Data Reports for the month-ending December 31, 2021.

SEE ATTACHMENT #7 & 8

- **Attendance Data Report for 4th Quarter Month-Ending December 31, 2021**

Skeen presented the 4th Quarter Visitor Center Attendance Data Report ending December 31, 2021.

SEE ATTACHMENT #9

Skeen updated the TDA Board that over the past few months the Visitor Centers have had a lot of turnovers but at no fault to the Visitor Centers. Employees have been looking for full-time jobs or retirement. The Visitor Centers will welcome Tammy Gallimore on February 1, 2022, to the Northbound team.

IX. DK Communications Group Public Relations Reporting – Susan Dosier, DK Communications Group

Dosier presented the Public Relations Report for Year-Ending December 31, 2021.

SEE ATTACHMENT #10

X. Manor House Graphics Visual Advertising Reporting – Richard Schoenberger, Manor House Graphics

Schoenberger presented the Visual Advertising Report for Month-Ending December 31, 2021.

SEE ATTACHMENT #11

XI. Update on Tourism Recovery - Amber Scarlett

Scarlett updated the Executive Committee on the ARP Funding. She has met with Will Massie and Suzanne Dale a few weeks ago to discuss funding. Scarlett and Skeen are working on numbers to request funding to support personnel costs to rebuild staffing. Scarlett has a called Kara Weishaar with North Carolina Travel & Tourism Coalition regarding our legislation and how it is affected by funds outside of occupancy tax collections. Scarlett and Skeen will report at the next TDA Board Meeting on the plan to move forward.

Scarlett reported that travel in 2022 has traveler societal exhaustion from the pandemic and cultural optimism that together have resulted in an increase of excitement for travel!

- 80% of American travelers have trips currently planned in 2022. In addition, more Americans now say that travel will be a spending priority in the next 3 months. Over 30% of American travelers expect to take more leisure trips in 2022 than in 2021.

- Inspiration & Planning for Travel: What resources are American travelers turning to for getting inspiration to plan the travel they have on their minds? Digital channels dominate a website found via a search engine, email, Facebook, streaming video services (YouTube/Hulu), and online content (articles/blogs). Instagram is also a top resource for Millennials, while printed travel and lifestyle magazines are key for inspiring Baby Boomers. American travelers are also looking to official resources such as the official destination website and an online or printed visitor guide.
- What types of experiences are travelers seeking in their vacations? Americans are most excited about family trips and romantic getaways. Millennial and Gen Z-aged travelers exhibit much higher levels of excitement for diversity in their experiences than older travelers. Specific activities travelers are seeking in the next 12 months include enjoying the scenic beauty, warm weather outdoor activities, road trips, dining in regional restaurants, visiting historical sites, and enjoying street food during their travels.
- Currently, 25% of travelers are experiencing stronger levels of anxiety, the highest rate we have seen since late October. Firm confidence in travel's safety has also declined.
- Yet despite record COVID cases in the U.S. and a holiday period of massive flight cancellations, Americans' overall travel sentiment has improved. Those in a ready-to-travel state of mind rose to 77.9%—up from 76.0% in mid-December 13th and is the highest level since the start of the pandemic. Just 38.2% say they do not want tourists in their communities right now—meaning Omicron did not impact local sentiment towards tourism to the same degree that Delta or the original viral strain did. Strong excitement for leisure travel grew to 69.2%. Americans are also increasingly enthusiastic to learn about new travel experiences.
- When it comes to the COVID-age workcation trend, 46.0% of employed American travelers say they are interested or extremely interested in taking a workcation in 2022.

XII. Board Member Updates – David Caughron

Rebecca Petty Moffitt updated TDA Board Members that the Petty Museum would be having the March Cruise-In on March 13.

Barbara Gallimore updated TDA Board Members that there should be a new restaurant opening downtown soon. The Summer Concerts Series in Downtown Asheboro will

expand to include Friday night concerts with various genres and tribute bands, May through August.

Ross Holt updated TDA Board Members that the Historic Courthouse Museum is in the bidding process, with renovations beginning in the fall. He also gave an update of the Sunset Signature Series guest Tim Decker has canceled. Dr. Frances Jones is working toward scheduling events in the fall. Holt also wanted to let everyone know that the Randolph Library has abolished all late fees.

Luke Hollingsworth updated TDA Board Members that the new renovations are underway, and they hope to have everything open by Spring.

XIII. Adjourn – David Caughron

A motion to adjourn Wednesday, January 26, 2022, meeting was made by Luke Hollingsworth and seconded by Ross Holt. The meeting was adjourned at 2:39 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board