



# Board of Directors Meeting Minutes

## Wednesday, February 15, 2023, | 2 PM

Randolph County Tourism Development Authority  
Phil 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, February 15, 2023, at the Randolph County Tourism Development Authority, Phillip Kemp Meeting Room, 500 Albemarle Rd Asheboro North Carolina.

The Chairman recognized Chelsea Dickey with Motley Local who joined the meeting via Zoom and stated that she would be assisting the TDA with social media marketing beginning this month. Dickey shared her excitement and appreciation for the opportunity of working with our organization. She stated that she hoped to join the meeting in person next month.

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

**Board Member Present IN PERSON:** David Caughron, Chairman, Barbara Gallimore, Ross Holt, and Shawn Patel

**Board Members Present by ZOOM:** N/A

**Board Members Absent:** Leslie Brown, Pam Brown, Luke Hollingsworth, Rebecca Petty Moffit, and Diane Villa

**Staff Members Present IN PERSON:** Amber Scarlett, Executive Director; Amber Skeen, Clerk to the Board; Annette Cagle, Director of Visitor Services & Information; Doyle Craven, Tourism Services Coordinator; and Will Massie, Finance Officer

**Guests Present IN PERSON:** Richard Schoenberger, Manor House Creative and Larry Penkava, The Randolph HUB

**Guest Present by ZOOM:** Susan Dosier, DK Communication Group and Chelsea Dickey, Motley Local

\*\*\*There were only four TDA Board Members present for the February 15, 2023, TDA Board Meeting. Therefore, with no quorum, no actions were voted on.

**III. Request to Approve February 15, 2023, Agenda – David Caughron**

No action was taken due to no quorum.

**IV. Request to Approve Board of Directors Meeting Minutes from January 25, 2023 – David Caughron**

No action was taken due to no quorum.

**V. Presentation of Annual Travel Guide 2023 – Amber Scarlett, Executive Director & Richard Schoenberger, Manor House Creative**

Scarlett updated the TDA Board on the 2023 Heart of North Carolina Travel Guide highlighting the following: attractions featured on the city panels; the hiking tips at the bottom of each city panel pertaining to that locale; the welcome letter from Mary Joan Pugh, Randolph County Trails Coordinator celebrating the Year of the Trail; the inside maps and legend including the QR code for Seagrove Pottery; the Year of the Trail calendar of events; and the Leave No Trace Principles from Visit NC/Outdoor NC. She stated that 55,000 copies would be printed. She thanked staff for their assistance with this project.

Schoenberger highlighted the images used in the travel guide. He also stated that this presentation is a draft and that if anyone saw anything that needed correction to let him know right away since it would be printed soon.

Scarlett shared that for future travel guides, we would be getting input from the public on what format they found most useful. Susan Dosier shared that nationally the trend is moving away from large book publications and more toward a simpler format like our current version.

**SEE ATTACHMENT # 1**

**VI. Request to Ratify E-Vote for the TDA Audit Contract with Cherry Bekaert – David Caughron**

No action was taken due to no quorum.

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

- **Finance Report for Month-Ending January 31, 2023**

Massie reviewed the year-to-date reports on the revenues and expenditures for the month ending January 31, 2023.

**SEE ATTACHMENT # 2**

- **Request for Approval of Budget Amendment #2023\_09**

Massie explained that this budget amendment reflected the income from the sale of assets no longer used by the TDA of which the proceeds at the Board’s direction were to be allocated to the Petty Tribute Park project.

No action was taken due to no quorum.

**VIII. Hotel Data Reporting – Amber Scarlett, Executive Director**

- **Hotel Data Report for Month-Ending January 31, 2023**

Scarlett requested that this item be tabled until the next meeting since the data had not yet been received.

**IX. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information**

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending January 31, 2023**

Cagle shared the attendance data comparison and guest registrant reports noting significant increases in both attendance and registrants from the previous year. She attributed the registrant increase in part to the bookmarks with QR codes that staff are distributing. Cagle also reported that she had hired Amber Switzer as an employee at the Visitor Centers and shared that Switzer had recently moved to Randolph County from Longville, Louisiana.

**SEE ATTACHMENTS # 3 & 4**

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

Dosier presented the Public Relations Report for the month ending January 31, 2023, and highlighted upcoming media events and projects. She recognized TDA staff member, Melody Varner, for her diligence and hard work on the logistics for these events.

**SEE ATTACHMENT # 5**

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

Schoenberger presented the Visual Advertising Report for the month ending January 31, 2023.

**SEE ATTACHMENT # 6**

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

David Caughron reminded TDA Board Members of the upcoming Archdale-Trinity Chamber of Commerce Annual Meeting on February 23rd and stated that one ticket was still available. He also announced that the next TDA Board Meeting would be on March 15, 2023.

Barbara Gallimore shared with TDA Board Members that there was a lot of positive feedback on the RhinoLeap production, *Company K: From Asheboro to the Fields of France* at Sunset Theatre.

Shawn Patel updated TDA Board Members that Quality Inn had finished the second building's renovation and that the project had now reached the half-way completion mark.

Ross Holt updated TDA Board Members on several upcoming Asheboro/Randolph Library and Sunset Theatre events. He also stated that the RhinoLeap production of *Company K: From Asheboro to the Fields of France* had been videotaped and is scheduled to be broadcast on PBS NC on Veterans Day. He shared that there is great interest from locals and outsiders regarding the history of Randolph County.

**XIII. Adjourn – David Caughron**

David Caughron adjourned at 2:51 PM.

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**NORTH CAROLINA  
RANDOLPH COUNTY**

A handwritten signature in blue ink that reads "David Caughron". The signature is fluid and cursive, with a large initial "D" and "C".

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**David Caughron, Chairman**

A handwritten signature in blue ink that reads "Amber M. Skeen". The signature is written in a cursive style on a light yellow background.

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