



Board of Directors Meeting Minutes

Wednesday, February 16, 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 2:00 PM on Wednesday, February 16, 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, Pam Brown, Luke Hollingsworth, Ross Holt, and Shawn Patel

Board Member Present BY ZOOM: Leslie Brown* and Diane Villa

Board Members Absent: Rebecca Petty Moffitt and Barbara Gallimore

Staff Members Present IN PERSON: Amber Scarlett, Executive Director; Paislee Winkler, Tourism Marketing Coordinator; Suzanne Dale, Finance Officer

Staff Members Present BY ZOOM: Amber Skeen, Clerk to the Board

Guests Present IN PERSON: Kenny Kidd, Randolph County Commissioner; Mary Joan Pugh, Trail/Natural Heritage Coordinator; Richard Schoenberger, Manor House Graphics

Guests Present BY ZOOM: Hope Haywood, Randolph County Commissioner

**Board Member joins by Zoom.*

III. Request to Approve February 16, 2022, Agenda – David Caughron

A motion to approve the agenda for February 16, 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 January 26, 2022 – David Caughron

A motion to approve the Board of Directors Meeting Minutes from January 26, 2021, as presented was made by Ross Holt and seconded by Luke Hollingsworth and the motion was unanimously approved.

V. Update on Deep River State Trail and Randolph County Trails – Mary Joan Pugh, Trail/Natural Heritage Coordinator

Pugh updated the TDA Board on the Deep River State Trail and Randolph County Trails. **SEE ATTACHMENT #1**

**Board Members Joins Board Meeting.*

VI. Presentation of Annual Travel Guide 2022 – Amber Scarlett & Richard Schoenberger

Scarlett presented the 2022 Travel Guide to the TDA Board.

VII. Presentation of ARP Funding Request to Randolph County Board of Commissioners for FY 2021 - 2024 – Amber Scarlett, Amber Skeen, and Suzanne Dale

Scarlett updated the TDA Board about the ARP Funding from Randolph County Commissioner.

VIII. Request to Approve ARP Funding Request to Randolph County Board of Commissioners for FY 2021 – 2024 – David Caughron

A motion to approve the ARP Funding Request to the Randolph County Board of Commissioner for FY 2021-24 as presented was made by Luke Hollingsworth and seconded by Ross Holt and the motion was unanimously approved.

IX. Finance Reporting – Suzanne Dale

- **Finance Report for Month-Ending January 31, 2022**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending January 31, 2022.

SEE ATTACHMENT #2

X. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Month-Ending January 31, 2022**

Scarlett updated TDA Board that she had not received the January 2022 Hotel Data Report and she will give this report at the TDA Board Meeting in March.

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

- **Social Media Report for Month-Ending January 31, 2022**

Winkler presented the Social Media Report for the month ending January 31, 2022.

SEE ATTACHMENT #3

XII. I-73/74 Visitor Centers Data Reporting – Amber Scarlett

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending January 31, 2022.**

Scarlett presented Visitor Centers Data Reports for the month-ending January 31, 2022.

SEE ATTACHMENT #4 & 5

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

Dosier presented the Public Relations Report for Year-Ending January 31, 2022.

SEE ATTACHMENT #6

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

Schoenberger presented the Visual Advertising Report for Month-Ending January 31, 2022.

SEE ATTACHMENT #7

XV. Update on Tourism Recovery - Amber Scarlett

Scarlett updated the Executive Committee that Americans' excitement to travel over the next 12 months is the highest it has ever been in the pandemic era.

- Over 80% of American travelers exhibit higher levels of excitement for their prospective travel future and those in a ready-to-travel mindset hit an all-time high of 84.6%.
- Americans' optimism about the pandemic's course has increased; confidence in their ability to travel safely is nearing all-time highs (not seen since last summer).
- Still, over 70% of American travelers do agree it is important to maintain pandemic safety protocols.

Spring Break & Holiday travel looks robust.

- Americans' excitement to take a previously unconsidered trip reaches a record high since July 2021
- Openness to travel information is at a near all-time pandemic era high
- Over 20% of American travelers already have trips planned for April and May (Note: Summer also already looks strong with over 30% with July trip plans).
- When it comes to upcoming holiday travel which types of destinations, they are likely to visit on Spring Break, in good news for urban recovery, 42.9% will head to cities.
- Meanwhile, 37.3% plan to visit beach destinations and 28.4% will be visiting small towns or rural attractions.

Family exploration tops excitement!

- While only 1 in 3 American travelers said, "I strongly prefer to travel to places I have been to before," 53% said that "visiting new places they hadn't been to before" would be an essential of high priority to them this year.
- Similar to the last two years, however, enjoying the outdoors will again be a high priority for American travelers.
- More than half of the travelers said that enjoying nature would be an essential or high priority to them and "being outside and reconnecting with nature motivates me to travel"
- Americans' love for family travel is also remaining strong. When asked what experiences they would be prioritizing this year, 3 in 4 said the family experience would be either an essential or high priority. Stating that "Spending time with family and making memories with them is important to why they travel"
- When asked what trip types they were excited for this year, family travel topped all other options.

Political climate does affect travel decisions!

- A significant proportion of American travelers (25.3%) strongly rated that the statement, "I won't vacation in places in which their local political culture is sharply different from mine,"
- Nevertheless, many American travelers are not averse to visiting places where residents might live and think quite differently from themselves.

- Almost half strongly agreed that they “travel to open my mind to new cultures and experiences.”

XVI. Board Member Updates – David Caughron

Diane Villa updated TDA Board Members that the North Carolina Zoo would be hosting a Job Fair soon. And also, the North Carolina Zoo is looking forward to the weather warming up for more visitors.

Shawn Patel updated TDA Board Members that more people are traveling, and hotels are doing better.

Pam Brown updated TDA Board Members that the properties in Archdale are busy due to High Point University and business travel, also travel ball teams.

Luke Hollingsworth updated TDA Board Members that the Holly Ridge renovations are going along well, and they hope to open everything in Spring.

XVII. Adjourn – David Caughron

A motion to adjourn the TDA Board Meeting on Wednesday, February 16, 2022, was Luke Hollingsworth and was seconded by Shawn Patel the motion was unanimously approved. The meeting was adjourned at 3:34 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board