



**BOARD OF DIRECTORS MEETING MINUTES
FEBRUARY 19, 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 2:00 PM on Wednesday, February 19, 2020, at the Randolph County Tourism Development Authority, 500 Albemarle Rd, Asheboro, NC 27203.

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, Luke Hollingsworth, Marianne Rowe, and Diane Villa

Board Members Absent: Shawn Patel

Staff Members: 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: Richard Schoenberger, Manor House Graphics

III. Request to Adopt the Agenda – David Caughron

Caughron asked if there were any additions or corrections to today’s agenda. Caughron said that hearing none, the agenda stands approved.

IV. Request to Approve January 22, 2020, TDA Board Meeting Minutes – David Caughron

**Board Member entered Board Meeting.*

A motion to approve January 22, 2020, TDA Board Meeting Minutes as with the addition to add Luke Hollingsworth's name to page 1, under Board Members was made by Ross Holt and seconded by Luke Hollingsworth; and the motion was unanimously approved.

SEE ATTACHMENT #1.

V. Presentation of 2020 Official Heart of North Carolina Travel Guide – David Caughron

Caughron presented the 2020 Official Heart of North Carolina Travel Guide to the TDA Board.

VI. Official Announcement of LuxLife Magazine 2020 Travel & Tourism Awards – Tammy O’Kelley, CEO

O’Kelley announced that the 2019 Randolph County Official Travel Guide was awarded the 2020 Travel & Tourism Award for Travel Guide of the Year for the state of North Carolina as chosen by LuxLife Magazine. The TDA’s guide was chosen out of more than 150 nominees put forward within their Travel Guide category. Out of 14, we were chosen as the winner for the state of North Carolina. Their judging panel used a case file built by their research team and supporting evidence was submitted by nominees at their request. According to LuxLife, for the guide to move successfully to being named a winner there had to be evidence of expertise within the travel guide field, dedication to customer service and client satisfaction, and the guide had to demonstrate an ongoing commitment to excellence and innovation. Winners were chosen using several factors including previous accolades, customer/client reviews, products and services offered, etc. LuxLife uses an entirely unbiased internal panel that consists of an international collective of individuals, with backgrounds from a myriad of fields, such as business, economy, politics, media, journalism, history, and education. The press release, received yesterday, is included in your packets and will be distributed to the media immediately following today’s meeting; and a trophy is in transit, along with a copy of their special-edition magazine, LuxLife Travel & Tourism Awards 2020.

VII. Presentation of Nat Geo Wild’s North Carolina Zoo Sizzle Reel – Diane Villa, Director of Communications and Marketing/BOD

Villa presented the Nat Geo Wild’s North Carolina Zoo Sizzle Reel to the TDA Board and Staff.

VIII. 500 Albemarle Road Building Update & Budget Review – Amber M. Skeen, Director of Office Administration

Skeen updated Board Members on the 500 Albemarle Road building and budget updated. She thanked Richard with Manor House on getting the signs and decals up this past week. She also wanted to let everyone know that the LED sign should be up and running in a few weeks we are just waiting on the electric to come out. She also wanted to let everyone that she should have the Whiteboard in a few weeks.

IX. Update on NC School of Government Clerk Certification Course Week #1 – Amber M. Skeen

Skeen updated Board Members that she completed what is Week #1 of the Clerk’s Certification Institute on Feb 10th – 14th. The topics that were covered in Week #1 included Local Government Law, Election Law, General Ordinance Authority, Legislative-Process, Charter Amendments, Conflict of Interest, Employment Law, Courts & Jails, Public Records Law, Forms of Government, North Carolina Constitution, Planning & Zoning, Citizen Participation, Open Meetings Law, Ordinance: Resolution, or Policy, Basic Board Procedures and Local Government Liability.

The next three weeks of study are May 11 – 15, Aug 31 – Sep 4, and Oct 19 – 23. Successful completion of the CCI satisfies the educational requirements specified by the International Institute of Municipal Clerks for designation as a Certified Clerk.

X. Finance Reporting – Tammy O’Kelley

O’Kelley reviewed the year-to-date report on the revenues and expenditures, and analysis of net collections of occupancy tax for the month ending January 31, 2020.

SEE ATTACHMENT #5.

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

Scarlett presented the hotel data reporting for month-ending December 31, 2019.

SEE ATTACHMENTS #3

Scarlett presented the fourth quarter & year-ending 2019 hotel data.

SEE ATTACHMENTS # 4 & 5

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

Hoover presented Visitor Centers Data Reports for month-ending on January 31, 2020.

SEE ATTACHMENTS #6 & 7

XIII. Public Relations Reporting – Tammy O’Kelley

O’Kelley presented the Public Relations Report for month-ending December 31, 2019.

SEE ATTACHMENT #8

XIV. Request to Adjourn – David Caughron

A motion to adjourn the meeting was made by Rebecca Petty Moffitt seconded by Luke Hollingsworth, and the motion was unanimously approved. The meeting was adjourned at 3:07 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board