



Board of Directors Meeting Minutes

Wednesday, March 15, 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, March 15, 2023, at the Randolph County Tourism Development Authority, Phillip D. Kemp Meeting Room, 500 Albemarle Rd Asheboro, NC.

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

Board Members Present IN PERSON: David Caughron, Chairman, Leslie Brown, Luke Hollingsworth, Ross Holt, Rebecca Petty Moffitt, and Diane Villa

Board Members Present by ZOOM: N/A

Board Members Absent: Pam Brown, Barbara Gallimore and Shawn Patel

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; Chelsea Dickey, Motley Local' and Larry Penkava, The Randolph HUB

Guests Present by ZOOM: N/A

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

Caughron stated that Will Massie may be late due to another meeting and therefore the agenda might need to be amended with the finance reports moved to the end of the agenda.

A motion to approve the agenda for March 15, 2023, with possible amendment was made by Luke Hollingsworth and seconded by Ross Holt. The motion was unanimously approved.

SEE ATTACHMENT # 1

IV. Request to Approve Consent Agenda – David Caughron

- Approval of Board of Directors Meeting Minutes from January 25, 2023
- Approval of Board of Directors Meeting Minutes from February 15, 2023
- Approval for the E-Vote for the TDA Audit Contract with Cherry Bekaert
- Approval for the E-Vote for Approval of Budget Amendment #2023_09

A motion to approve the consent agenda as presented was made by Ross Holt and seconded by Leslie Brown, and the motion was unanimously approved.

SEE ATTACHMENTS #2-5

V. Presentation of Letter of Support for Randolph County History Museum – Amber Scarlett, Executive Director

Scarlett presented a letter to be submitted to the Randolph County Board of Commissioners in support of the Randolph County History Museum which will be housed at the historic courthouse in Downtown Asheboro. She noted that the letter supports the project's construction and renovation of the building and expresses the importance of this museum in the inventory of tourist attractions in Randolph County that will preserve the history of our County for years to come. She called upon Ross Holt to give any updates on the project.

Holt stated that the Randolph County History Museum project at the historic courthouse has been in the works since 2020. Holt mentioned several of the facility needs that are being addressed including the following: an elevator tower addition to be ADA compliant; HVAC systems; and water sealant issues. He also talked about the contracting of an exhibit design firm being used to tell the Randolph County story rather than just sharing a collection of artifacts. He gave an exhibit example detailing Randolph County history along Deep River starting with Revolutionary War stories of Martha McGee Bell as well as Faith Rock, the Naomi Wise story, and concluding with the current Deep River Trail.

Holt shared that the museum discussion is scheduled to be on the agenda at the Board of Commissioners meeting on April 3, 2023.

SEE ATTACHMENT # 6

VI. Review of 2023-24 Budget Schedule – Will Massie, Finance Director & Amber M. Skeen, Director of Office Administration

Massie reviewed the schedule for the 2023-24 budget presentation, the hearing, and the approval process.

SEE ATTACHMENT # 7

VII. Finance Reporting – Will Massie

- **Finance Report for Month-Ending February 28, 2023**

Massie reviewed the year-to-date reports on the revenues and expenditures for the month ending February 28, 2023.

SEE ATTACHMENT # 8

- **Approval of Budget Amendment #2023_10**

Massie reported that there are two final invoices for the Richard Petty Tribute Park and that this budget amendment would allocate enough funds to complete the project. He also noted that the grand opening and dedication ceremony for the park is scheduled for April 15, 2023.

Caughron gave further details on the project stating that the project committee will continue efforts to raise funds for the ongoing maintenance of the park. He also stated that the TDA Executive Committee has suggested to the project coordinator a deadline of June 30 to turn the project funding over to the City of Randleman since they own the park property.

A motion to approve Budget Amendment #2023_10 for March 15, 2023, was made by Diane Villa and seconded by Leslie Brown, and the motion was unanimously approved.

SEE ATTACHMENT # 9

VIII. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Month-Ending January 31, 2023**
- **Hotel Data Report for Month-Ending February 28, 2023**

Scarlett presented the Hotel Data Report for the month ending January 31, 2023.

SEE ATTACHMENT # 10

She stated that the report for the month ending February 28, 2023, would 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 February 28, 2023**
Cagle shared the attendance data comparison and guest registrant reports noting increases in both attendance and registrants from the same month of the previous year. She shared plans for Visitor Center staff to visit various attractions in the county for them to be able to promote those attractions with first-hand knowledge to those visiting our county. She shared that staff had recently visited Petty Family Attractions and were excited by that opportunity. Cagle also stated that May 7-13 is National Travel and Tourism Week and noted that the Visitor Centers would be doing several special things to celebrate that week with visitors.

SEE ATTACHMENTS # 11 & 12

X. Social Media Reporting – Chelsea Dickey, Motley Local

- **Social Media Report for February 15 – March 15, 2023**
Chelsea Dickey presented the February 15 – March 15 Social Media Report sharing percentage changes in Facebook and Instagram statistics. She also highlighted efforts of promoting Year of the Trail and efforts to reach diverse audiences. She encouraged Board members and staff to email her with any questions that might arise.

SEE ATTACHMENT # 13

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

Due to Susan Dosier's absence, the Public Relations Report for Month Ending February 28, 2023, was tabled until the next meeting.

XII. Visual Advertising Reporting – Richard Schoenberger, Manor House Creative

Schoenberger presented the Visual Advertising Report for the month ending February 28, 2023.

SEE ATTACHMENT # 13

XIII. Executive Director Update – Amber Scarlett

Scarlett shared several activities and projects in which staff and/or Board members were involved over the past month. These included the following:

- Presentation of Tourism & Trails Talk at Archdale-Trinity Chamber of Commerce’s Coffee and Conversation on February 16
- Attended the Archdale-Trinity Chamber of Commerce Annual Meeting on February 23
- Hosted a familiarization tour for JB Charleston highlighting group tour opportunities. The 24-hour tour included Downtown Asheboro, Holly Ridge Golf Links, Kersey Valley Attractions, North Carolina Zoo, and Seagrove Pottery visit with an overnight stay at Fairfield Inn & Suites.
- Hosted Canadian journalist, Pat Lee and Veda Gilbert, Visit NC Public Relations on a quick 24-hour tour of Downtown Asheboro and Seagrove Pottery community with an overnight stay at Getaway Cabins
- Attended Asheboro/Randolph Chamber of Commerce Ribbon Cutting of 1544 Event Center
- Volunteered at the Hospitality Tent for the Archdale-Trinity Chamber of Commerce Jr. Golf Tournament on March 4th.
- Attended Visit North Carolina Tourism Conference in Asheville, NC on March 6 – 8, 2023. This annual conference brings together tourism industry leaders for two days of educational sessions, insightful programming, networking, and opportunities to catch up on the latest trends and issues facing the travel industry. Over 560 Tourism Professionals gathered this year from destination marketing organizations across North Carolina, industry marketing and technology service providers, media partners, and travel writers from across the state and country.

What we learned:

- Details on Visit North Carolina’s Cooperative Marketing Plan for 2023 – 2024 (Annette Cagle won our organization \$1,000 credit for this ad buy!)
- Heard from keynote speaker Samantha Brown, travel expert and host of PBS Travel Series “Samantha Brown’s Places to Love.”
- Received informational update on America’s Tourism Economics
- REI’s storytelling approach to their marketing strategy
- Breakout sessions in which we participated included: Email Marketing Strategies, Next Generation of Destination Websites; How to make travel more accessible; Marketing Research for DMOs; 2023 Year of the Trail
- Legislative update included up-to-date information on NC’s political and economic landscape covering popular industry topics of school calendar law, workforce development, short term rental regulations, hotel safety bill, occupancy tax, sports gaming issue, and ABC modernization.

- Attended the Piedmont Legacy Trails Summit on March 10 at the High Point City Lake Park Event Center.

Scarlett also shared several upcoming events for the remainder of March:

- PTDMO Meeting in Lexington – March 24
- Year of the Trail Event: Worthville Boat Access Ribbon Cutting – March 25
- See for Yourself FAM Tour – March 28
- Hosting of Kraft YMCA for a group tour – March 30
- ZOOFARI Experience for staff – March 30 & 31

XIV. Board Member Updates – David Caughron

Luke Hollingsworth shared that the recently hired Director for Archdale-Trinity Chamber, Ashlee Willett, is bringing new energy to the organization and that he was expecting great things for the Chamber under her leadership. He stated that their Awards Banquet had good attendance. He announced upcoming Chamber events including the Chamber Golf Tournament on May 12 at the Colonial Country Club, and Lunch with Lawmakers from 12-3 PM on Friday April 28, 2023, at the same location. He stated that the golf course at Holly Ridge would be closed May 7 until the second week of July, but the Grill and The Bunker would remain open during that time.

Rebecca Petty Moffitt shared that Petty Garage just held their first Cruise-In for the year with over 500 guests. She mentioned that Petty Fest would be April 15.

Ross Holt shared that the most recent Sunset Signature Series event featuring Stephanie Quayle in concert was a great success with at least 220 guests. He gave information about Story Walks being sponsored by various branch libraries on trails throughout Randolph County.

Leslie Brown shared the efforts of the Liberty Development Committee to reenergize the downtown Liberty area. She highlighted several of the upcoming concerts at Liberty Showcase Theater and shared the exciting news that Crystal Gayle and Sara Evans have been booked for upcoming events. She stated that they are now tracking where guests are coming and noted the high percentage rates from outside the county and even the state.

Diane Villa shared that the Earth Day event would be on April 22 at the Zoo. She also shared that the Asia Continent Project is now at 28% completion. She stated the Baboon Habitat would be reopening on May 23. She also mentioned that discussions continue regarding the annexation of the Zoo into the City of Asheboro. She stated that their TikTok account has been suspended at the direction of the State.

David Caughron reminded everyone of the Worthville Boat Access Ribbon Cutting on March 25 and the Petty Tribute Park opening in Randleman on April 15. He mentioned that it has now been three years since COVID hit Randolph County. He thanked Board members and staff for their perseverance in meeting all the challenges the organization encountered during that time. He noted that the next Board meeting would be April 26.

XV. Adjourn – David Caughron

A motion to adjourn the TDA Board Meeting on Wednesday, March 15, 2023, was made by Rebecca Petty Moffitt and was seconded by Luke Hollingsworth, and the motion was unanimously approved. The meeting was adjourned at 2:56 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board