



Board of Directors Meeting Minutes

Wednesday, March 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 Board of Directors meeting was called to order by David Caughron, Chairman, at 2:00 PM on Wednesday, March 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, Ross Holt*, Barbara Gallimore, Shawn Patel, Rebecca Petty Moffitt, and Diane Villa

Board Members Absent: Leslie Brown, Pam Brown, and Luke Hollingsworth

Staff Members Present IN PERSON: Amber Scarlett, Executive Director; Amber Skeen, Clerk to the Board; Suzanne Dale, Finance Officer

Guests Present IN PERSON: Wayne Broome, Chairman for the NCAMHOF, Richard Schoenberger, Manor House Graphics

**Board Member entered Meeting.*

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

**Board Member entered Meeting.*

Caughron asked to add an update on April's meeting to today agenda TDA Meeting.

A motion to approve the agenda for March 16, 2022, with the add-on as presented was made by Rebecca Petty Moffitt and seconded by Shawn Patel and the motion was unanimously approved.

IV. Request to Approve Board of Directors Meeting Minutes from February 16, 2022 – David Caughron

A motion to approve the Board of Directors Meeting Minutes from February 16, 2022, as presented was made by Diane Villa and seconded by Ross Holt and the motion was unanimously approved.

V. Updated on the NC Aviation Museum and Hall of Fame – Wayne Broome, Chairman of the NCAMHOF Board

Broome thanked everyone for allowing him to prove an update on the NC Aviation Museum and Hall of Fame. Broome updated the TDA Board that he began his involvement with the NCAMHOF in 2019 when he retired from the aviation field. Broome informed the TDA Board that the NCAMHOF Board and Museum was started many years ago and is still led by a lot of the same volunteers and Board Members. The museum displays exhibits from WWI to present day. The NCAMHOF Board has been working very hard to improve the guest experience at the museum and to attract more visitors to this attraction. Broome explained how a few months ago he asked the TDA for \$100,00 in support. Amber Scarlett explained that she did not have that amount of money to support the museum, but she would be willing to help with advertising, brochures, and sponsorships for events at the NCAMHOF.

Broome invited everyone to the inaugural North Carolina Aviation Museum and Hall of Fame Induction Ceremony on April 30th at 5 pm. Fourteen esteemed aviation contributors will be honored – either from North Carolina or a connection to an event that occurred in North Carolina. The event will be emceed with a catered dinner and honoree speaker on aviation history at a cost of \$50 per person. Hopes are to sell around 300 tickets for this event. Additional upcoming events include the annual member dinner, veteran's breakfast and fly-in.

Broome was excited to tell the TDA Board that the NCAMHOF recently received \$20,000 from Randolph County. This money will be used for improvement projects at the museum for inventory and guest experiences.

VI. Review of 2022-23 Budget Schedule – Amber M Skeen, Director of Office Administration

Skeen reviewed the 2022-23 Budget Schedule.
SEE ATTACHMENT #1

VII. Request for Approval of the TDA Audit Engagement Letter and Audit Contract – Suzanne Dale

Dale reviewed the TDA Audit Engagement Letter and Audit Contract.

A motion to approve the TDA Audit Engagement Letter and Audit Contract as presented was made by Ross Holt and seconded by Diane Villa, and the motion was unanimously approved.

SEE ATTACHMENT #2,3 & 4

VIII. Finance Reporting – Suzanne Dale

- **Finance Report for Month-Ending February 28, 2022**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending February 28, 2022.

SEE ATTACHMENT #5

- **Request to Approve Budget Amendment #2022_04 & 05**

A motion to approve budget amendment #2022_04 & 05 as presented was made by Rebecca Petty Moffitt and second by Diane Villa, and the motion was unanimously approved.

SEE ATTACHMENT #6 & 7

IX. Hotel Data Reporting – Amber Scarlett

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

Scarlett presented the Hotel Data Report for the month-ending January 31, 2022.

SEE ATTACHMENT #8

- **Hotel Data Report for Month-Ending February 28, 2022**

Scarlett updated TDA Board that she did not receive February's Hotel Data Report and she would report this at April's TDA Board Meeting.

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

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending February 28, 2022**

Skeen presented Visitor Centers Data Reports for the month-ending February 28, 2022.

SEE ATTACHMENT #9 & 10

XI. DK Communications Group Public Relations Reporting – Amber Scarlett

Scarlett presented the Public Relations Report for month-ending February 28, 2022 in the absence of Susan Dosier.

SEE ATTACHMENT #11

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

Schoenberger presented the Visual Advertising Report for month-ending February 28, 2022.

SEE ATTACHMENT #12

XIII. Update on Tourism Recovery - Amber Scarlett

Scarlett updated TDA Board that the latest research about Americans & travel shows the following:

The Lessening Impact of the Pandemic

Americans further regained their sense of normalcy. Over half of Americans think the course of the pandemic will improve in the next month, while less than 10% think things will worsen—a dramatic reversal from the start of the year. More Americans than ever since the start of the pandemic want tourists in their communities.

The Outlook for Travel

Strong excitement for travel continues to grow amongst Americans, now at 82.1%. 61.5% of Americans have Spring travel (April/May) as the high budget priority for travel planning. As always, June and July will be peak travel months as well.

Travel Ideologies & Preferences

As we have been reporting, family trips and romantic getaways are the travel Americans are currently most enthusiastic about. However, another set of American travelers is excited for girlfriend trips, solo trips, and reunion trips this year. Looking to travel most for fun, relaxation, finding happiness, and escaping stress. In addition, as they look to travel this year:

- prefer visiting places they have never been to over places they have visited before
- make an effort to limit their impact on the environment when traveling
- prefer “active time” to “downtime” on vacations
- friends and relatives often ask them for travel advice or opinions
- luxury travel experiences are usually an important part of their leisure trips
- make an effort to support minority-owned businesses when I travel

International Travel Recovery

More Americans look to international travel in the coming year. 25.1% of American travelers say they are more interested in traveling outside the United States right now than domestically. International travel of interest includes Europe (Italy & France), Canada, Mexico, the Caribbean, and Asia (Japan).

XIV. Update on April's Board Meeting – David Caughron

Caughron updated TDA Board Members that he would like to move the April's TDA Board Meeting to April 27th. Both Amber Scarlett and Amber Skeen will be attending the SETCA meeting in Concord on April 19-22. I would also like to move the Executive Committee Meeting to Monday, April 25th.

XV. Board Member Updates – David Caughron

Barbara Gallimore updated TDA Board Members that Downtown Asheboro would be hosting the St. Patty's Day Event this Saturday. She also wanted to let everyone know that The Bun Hut was open and if you had not stopped by that you needed to do so because it was really good. The Flying Pig and Four Saints will be included in the Eat. Drink. Restaurant Week!

Shawn Patel updated TDA Board Members that the hotel was starting to get very busy with visitors and workers from the Megasite project, along with High Point Furniture Market guests.

Diane Villa updated TDA Board Members that the North Carolina Zoo is preparing for a big summer with very good attendance so far in the year.

Ross Holt updated TDA Board Members that library has returned to regular operations, open to the public! Events have returned and ongoing for summer programming. Holt also explained that the library recently received a grant to add solar panels to mobile libraries for outreach in areas with little service.

Rebecca Petty Moffitt updated the TDA Board that the Petty Cruise In event is rescheduled for July 9th due to the weather event this past weekend.

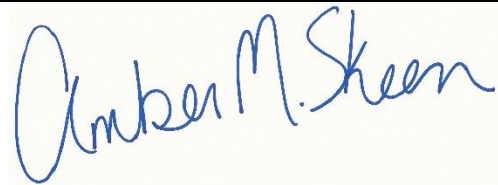
XVI. Adjourn – David Caughron

A motion to adjourn the TDA Board Meeting on Wednesday, March 16, 2022, was made by Rebecca Petty Moffitt and was seconded by Shawn Patel, the motion was unanimously approved. The meeting was adjourned at 3:27 PM.

**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'.

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.

Amber M. Skeen, Clerk to the Board