



Board of Directors Meeting Minutes

March 17, 2021

Randolph Cooperative Extension Office |
1003 S Fayetteville Street | Asheboro

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, March 17, 2021, 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; Rebecca Petty Moffitt, Vice-Chair; Leslie Brown; Barbara Gallimore; Ross Holt*; Luke Hollingsworth; Shawn Patel

Board Members Absent: Leslie Brown; Pam Brown

Board Members Present by Zoom: Diane Villa

Staff Members Present IN PERSON: Amber Scarlett, Executive Director; Amber Renee Skeen, Clerk to the Board

Staff Member Present by Zoom: Suzanne Dale, Finance Officer

Guest Present IN PERSON: Kenny Kidd, Randolph County Commissioner; Richard Schoenberger, Manor House Graphics; Mac Whatley, Randolph County Historian

Guest Present by Zoom: Susan Dosier, DK Communications Group; Jill Williams, Randolph County HR Director

**Board Member Joined by Zoom.*

III. Request to Approve March 17, 2021, Agenda – David Caughron

A motion to approve March 17, 2021 Agenda as presented was made by Ross Holt and seconded by Luke Hollingsworth and the motion was unanimously approved.

IV. Request to Approve Consent Agenda – David Caughron

A motion to approve the consent agenda items as presented was made by Luke Hollingsworth and seconded by Rebecca Petty Moffitt and the motion was unanimously approved.

SEE ATTACHMENT #1,2,3,4, &5

V. Presentation of North Carolina Textile Museum Feasibility Study – Mac Whatley, Randolph County Historian

Mac Whatley with Randolph County Historian presented a presentation on the North Carolina Textile Museum Feasibility Study.

VI. Request to Approve a Resolution for the North Carolina Textile Museum Feasibility Study – David Caughron

A motion to approve the resolution for the North Carolina Textile Museum Feasibility Study as presented was made by Ross Holt and seconded by Luke Hollingsworth and the motion was unanimously approved.

SEE ATTACHMENT #6

VII. Request to Approve Revised Employee Policies & Procedures Manual – David Caughron & Amber M. Skeen, Director of Office Administration

Skeen explained how she has been working with Amber Scarlett and Jill Williams on getting the TDA Policies in line with the county's policies. They noticed that the TDA Policies & Procedures Manual did contain a clear definition of the merit/step increase policy. After reviewing the county's policy, language was developed to accommodate the TDA's needs. These changes are reflected on pages 26 & 27 in the 2020-21 Employee Policies & Procedures Manual. She explained how the new definition will help with the hiring process in the future with and performative evaluation. She also explained how the step increase worked with each step increasing pay by one percent.

SEE ATTACHMENT #7

A motion to approve the revised Employee Policies & Procedures Manual as presented was made by Rebecca Petty Moffitt and seconded by Barbara Gallimore and the motion was unanimously approved.

VIII. Updated on the 2021-22 TDA Pay Classification Plan – Amber Skeen & Jill Williams, Randolph County HR Director

Skeen presented the changes made to the 2021-22 TDA Pay Classification Plan to maintain uniformity with the Randolph County Pay Classification Plan. The TDA would include a high school intern and college intern position to the Pay Classification plan. Updates to the Tourism Marketing Coordinator position would be a move from grade 309 to grade 313 – to help with recruitment and maintain market value of this role within the organization. A change of position title to reflect Clerk to the Board along with the Director of Office Administration position, remaining in grade 320. Skeen also requested that the Executive Director position move from grade 324 to grade 327 to reflect market value within the industry in comparison to similar positions in the Southeast US region.

SEE ATTACHMENT #8

David Caughron explained to the TDA Board Members that the Executive Committee / Personnel Committee met on Monday, March 15th, and approved these changes.

IX. Review of 2021-22 Budget Calendar – Suzanne Dale, Finance Office & Amber M. Skeen

**Board Member Joined by Zoom.*

Skeen updated the TDA Board Members that the DRAFT 2021-22 Budget for the HNCVB and VC would be presented on April 21, 2021, and the FINAL Budget would be approved on May 19, 2021, TDA Board Meeting.

SEE ATTACHMENT #9

X. Finance Reporting – Suzanne Dale

- **Finance Report for Month-Ending February 28, 2021**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending February 28, 2021.

SEE ATTACHMENT #10

XI. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Month-Ending January 31, 2021**

Scarlett presented the Hotel Data Report for the month-ending January 31, 2021.
SEE ATTACHMENT #11

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

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending February 28, 2021**

Skeen presented Visitor Centers Data Reports for the month-ending February 28, 2021.

SEE ATTACHMENT #12 & 13

XIII. DK Communications Group Public Relations Reporting – Susan Dosier

- **Public Relations Report for Month-Ending March 31, 2021**

Dosier presented the Public Relations Report for Month-Ending March 31, 2021.

SEE ATTACHMENT #14 & 15

XIV. Update on COVID-19 Pandemic Operations – Amber Scarlett

Scarlett updated Board Members that she has been working with Suzanne Dale and Amber Renee' on the PPP Load with PNC Bank. Lisa Walker in the county's payroll office is gathering reports from 2019 personnel costs to present in the application process. The verbiage allowing TDA's the ability to access PPP Loans has been rolled into HB 196 – Covid 19 Response & Recovery and was signed into law on Thursday, March 11, 2021, by Governor Cooper. A memorandum is in the draft to submit to the Randolph County Board of Commissioners, along with a copy of HB 196 to reference section; emails of gratitude have been sent to Representative Hurley and Representative McNeill for their support and sponsorship of this much-needed bill.

XV. Board Member Updates – David Caughron

Diane Villa updated Board Members that the North Carolina Zoo has added new Rydables to the park. They are also looking for new permanent and seasonal staff members if anyone is looking for a job please send them to the North Carolina Zoo.

Ross Holt updated Board Members that the Asheboro Library will be opening soon back to the public.

Shawn Patel updated Board Members that his hotel properties are beginning to pick up.

Barbara Gallimore updated Board Members that this weekend is the Downtown Asheboro StrEATery event.

XVI. Adjourn – David Caughron

A motion to adjourn March 17, 2021, TDA Board Meeting was made by Luke Hollingsworth and seconded by Shawn Patel and the meeting was adjourned at 3:28 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board