



**BOARD OF DIRECTORS MEETING MINUTES
MARCH 18, 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, March 18, 2020, at the Randolph County Public Library, 201 Worth St, Asheboro, North Carolina, 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, Shawn Patel, and Diane Villa

Board Members Absent: Marianne Rowe

Staff Members: Suzanne Dale, Finance Officer; Myra Hoover, Director of Visitor Services & Information; Cathy Ratley, Deputy Clerk to the Board; Amber Scarlett, Director of Tourism; and Amber Renee Skeen, Clerk to the Board

Guests: Larry Penkava, Courier-Tribune

III. Request to Adopt the Agenda – David Caughron

Caughron asked if there were any additions or corrections to today's agenda.

A motion to adopt the agenda was made by Ross Holt and seconded by Leslie Brown, and the motion was unanimously approved.

IV. Request to Approve February 19, 2020, TDA Board Meeting Minutes – David Caughron

A motion to approve February 19, 2020, TDA Board Meeting Minutes was made by Ross Holt and seconded by Luke Hollingsworth; and the motion was unanimously approved.

SEE ATTACHMENT #1

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

Skeen updated Board Members that the TDA office had received the 86-inch whiteboard and it was working great. She also wanted to let them know that the LED sign at the road was up and working as well. She also went over the budget worksheet for 500 Albemarle Rd.

SEE ATTACHMENT #2

VI. Updated on Coronavirus/COVID-19 – Amber Scarlett, Director of Tourism

Scarlett updated TDA Board Members that the tourism team has implemented the homepage of our website, HeartofNorthCarolina.com, to include daily updates involving the impact of the Coronavirus/COVID-19 pandemic. The website includes information about the HNCVB office and the I-73/74 Visitor Center locations. She let the board know that they have taken an inventory of all locations so that they know what cleaning supplies are on hand. She also wanted to let everyone know that staff member, Sarah Testerman, is developing a blog to inform visitors to our site and social media platforms of restaurants and attractions that are still open for business. The tourism team is calling on the hotels for the daily inventory of rooms. To date, the HNCVB office is at Level 3 and the Visitors Centers locations are at a Level 5.

VII. Updated on I-73/74 Visitor Centers – David Caughron

Caughron updated TDA Board Members that the health, safety, and security of our employees and guests is our highest priority in operating the I-73/74 Visitor Centers in Seagrove. After hearing from two part-time staff members that they were concerned about their health during this crisis, we decided to close the I-73/74 Visitor Centers until April 1st. We have notified Brandon Jones with NC DOT of the closure. Amber Renee' will be working on a schedule to ensure the staff hours are made up due to the closure. The state has already closed the NC Welcome Centers.

VIII. Finance Reporting – Suzanne Dale, Finance Officer

- **Finance Report for Month-Ending February 29, 2020**

Dale reviewed the year-to-date report on the revenues and expenditures, and analysis of net collections of occupancy tax for the month ending February 29, 2020.

SEE ATTACHMENT #3

- **Request to Approve Budget Amendment #2020_07**

A motion to approve Budget Amendment #2020-07 as presented was made by Diane Villa and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #4

IX. Hotel Data Reporting – Amber Scarlett

Scarlett presented the Hotel Data Report for month-ending February 29, 2020.

SEE ATTACHMENTS #5

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

Hoover presented Visitor Centers Data Report for month-ending February 29, 2020.

SEE ATTACHMENTS # 6 & 7

XI. Public Relations Reporting – Amber Scarlett

Scarlett presented the Public Relations Report for month-ending February 29, 2020

SEE ATTACHMENT #8

XII. Board Updates

Leslie Brown updated TDA Board Members that the Marty Stuart show was sold out and they are looking into rescheduling the other shows that are coming up.

Luke Hollingsworth updated TDA Board Members that the TYGA Jr. Golf Tournament will be rescheduled to October 2020. And we also wanted to invite everyone out to Holly Ridge Golf Links for dinner or lunch, they are open outside to eat.

Ross Holt updated TDA Board Members that the Randolph County Public Library is closed to the public. They are working on getting curbside service started. He also wanted to let everyone know that the Sunset Theatre will be rescheduling their events as well.

Shawn Patel updated TDA Board Members that the hotel was very slow, and they hope things pick back up soon.

Diane Villa updated TDA Board Members that the North Carolina Zoo was closed as of now. The North Carolina Zoo Staff is working hard on social media with Facebook Live events.

Barbara Gallimore updated TDA Board Members that The Flying Pig was going to start being open for lunch seven days a week for pick up only.

Rebecca Petty Moffitt updated TDA Board Members that Petty Cruise-In has been rescheduled for August 2020, the Petty Museum is open for now.

A motion to move into CLOSED session was made by Rebecca Petty Moffitt, seconded by Luke Hollingsworth; and the motion was unanimously approved.

XIII. Request to Adjourn – David Caughron

A motion to adjourn the regular section of the meeting was made by Barbara Gallimore, seconded by Rebecca Petty Moffitt; and the motion was unanimously approved. The meeting was adjourned at 2:37 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board