



Board of Directors Meeting Minutes

April 21, 2021, 2 PM

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, April 21, 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; Barbara Gallimore; Shawn Patel; Diane Villa

Board Members Absent: Leslie Brown; Luke Hollingsworth

Board Members Present by Zoom: Pam Brown; Ross Holt

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

Guests Present IN PERSON: Kenny Kidd, Randolph County Commissioner; David Putnam, Community & Strategic Initiatives Planner for Piedmont Triad Regional Council; Richard Schoenberger, Manor House Graphics

Guests Present by Zoom: Amy Kernodle, The Liberty Showcase Theater

III. Request to Approve April 21, 2021, Agenda – David Caughron

A motion to approve April 21, 2021 Agenda as presented was made by Rebecca Petty Moffitt and seconded by Barbara Gallimore and the motion was unanimously approved.

IV. Request to approve Board of Director's Meeting Minutes from March 17, 2021 – David Caughron

A motion to approve March 17, 2021 Board of Director's Meeting Minutes as presented was made by Barbara Gallimore and seconded by Diane Villa, and the motion was unanimously approved.

V. Presentation of Zoo City Sportsplex Updated – David Putnam, Community & Strategic Initiatives Planner, Piedmont Triad Regional Council (PTRC)

David Putnam with Piedmont Triad Regional Council updated the TDA Board on the new Zoo City Sportsplex coming to Asheboro.

SEE ATTACHMENT #1 & 2

VI. Presentation of 2021-22 Authority DRAFT Budget Proposal – Suzanne Dale, Finance Officer & Amber M. Skeen

Dale presented the draft 2021-22 Authority Budget.

SEE ATTACHMENT #3

VII. Finance Reporting – Suzanne Dale

- **Finance Report for Month-Ending March 31, 2021**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending March 31, 2021.

SEE ATTACHMENT #4

VIII. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Month-Ending February 28, 2021**

Scarlett presented the Hotel Data Report for the month-ending February 28, 2021.

SEE ATTACHMENT #5

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

Scarlett presented the Hotel Data Report for the month-ending March 31, 2021.

SEE ATTACHMENT #6

- **First-Quarter Hotel Data Report Ending March 31, 2021**

Scarlett presented the First-Quarter Hotel Data Report Ending March 31, 2021.

SEE ATTACHMENT #7

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

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending March 31, 2021**

Skeen presented Visitor Centers Data Reports for the month-ending March 31, 2021.

SEE ATTACHMENT # 8 & 9

- **First-Quarter Attendance Data Report Ending March 31, 2021**

Skeen presented the first-quarter attendance data report ending March 31, 2021.

SEE ATTACHMENT #10

X. DK Communications Group Public Relations Reporting – Amber Scarlett

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

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

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

Scarlett updated TDA Board Members on the PPP Loan Application, Suzanne Dale has been working on the completion of this application. She has also met with Chairman Frye and Commissioner Kidd, Hal Johnson, and Will Massie on a proposal for requested funds from the American Rescue Plan Act. She explained how this money will help with sponsoring events and hiring a position at the TDA.

XII. Board Member Updates – David Caughron

Shawn Patel updated TDA Board Members that hotel numbers were increasing.

Diane Villa updated TDA Board Members that the North Carolina Zoo was having a job fair to hire for summer help. She also updated everyone that the North Carolina Zoo was allowing 4,000 people in a day now.

Barbara Gallimore updated TDA Board Members that The Flying Pig business has been picking up and she invited everyone out for the Downtown Asheboro StrEATery event on May 8th.

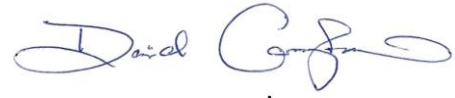
Rebecca Petty Moffitt updated TDA Board Members that the Pettys would be hosting Pettyfest on May 29th.

Ross Holt updated TDA Board Members that the Randolph County Library was open to the public now.

XIII. Adjourn – David Caughron

A motion to adjourn April 21, 2021, TDA Board Meeting was made by Shawn Patel and seconded by Rebecca Petty Moffitt and the meeting was adjourned at 3:17 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board