



Board of Directors Meeting Minutes

Wednesday, April 26, 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, April 26, 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, Barbara Gallimore, Ross Holt, Shawn Patel, and Diane Villa

Board Members Present by ZOOM: N/A

Board Members Absent: Luke Hollingsworth and Rebecca Petty Moffitt

Staff Members Present IN PERSON: Amber Scarlett, Executive Director; Amber Skeen, Clerk to the Board; Annette Cagle, Director of Visitor Services & Information; and Will Massie, Finance Officer

Guests Present IN PERSON: Brian Clodfelter, Park Director with City of Archdale; Zeb Holden, City Manager of Archdale; Kenny Kidd, Randolph County Commissioner Liaison; Larry Penkava, The Randolph HUB; and Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Susan Dosier, DK Communications Group; and Stephanie Ruiz, Motley Local

III. Request to Approve April 26, 2023, Agenda – David Caughron

A motion to approve the agenda for April 26, 2023, as presented, was made by Ross Holt, and seconded by Barbara Gallimore, and the motion was unanimously approved.

SEE ATTACHMENT # 1

IV. Request to Approve Board of Director’s Meeting Minutes from March 15, 2023 – David Caughron

A motion to approve the Board of Directors Meeting Minutes from March 15, 2023, presented was made by Leslie Brown and seconded by Shawn Patel, and the motion was unanimously approved.

SEE ATTACHMENTS #2

V. Presentation of PARTF Grant Application for Aldridge Park Project in Archdale – Zeb Holden, City of Archdale Manager

Holden presented drawings of the new Aldridge Park Project located in the City of Archdale. He explained how they are in the process of applying for a PARTF Grant and hope to start this project soon.

SEE ATTACHMENT # 3-6

VI. Presentation of 2023-2024 Authority DRAFT Budget Proposal – Will Massie, Finance Officer

Massie presented the draft authority budget for 2023-2024.

SEE ATTACHMENT # 7

VII. Presentation of DEAI Comprehensive Plan for Randolph County TDA – Amber Scarlett, Executive Director

Scarlett presented the DEAI Comprehensive Plan for Randolph County TDA.

SEE ATTACHMENT # 8 & 9

VIII. Request to Approve the DEAI Comprehensive Plan for Randolph County TDA – David Caughron

A motion to approve the DEAI Comprehensive Plan for Randolph County TDA as presented was made by Diane Villa and seconded by Barbara Gallimore, and the motion was unanimously approved.

IX. Finance Reporting – Will Massie

- **Finance Report for Month-Ending March 31, 2023**

Massie reviewed the year-to-date reports on the revenues and expenditures for March 31, 2023.

SEE ATTACHMENT # 10

- **Approval of Budget Amendment #2023_11**

A motion to approve Budget Amendment #2023_11, as presented, was made by Ross Holt and seconded by Leslie Brown, and the motion was unanimously approved.

SEE ATTACHMENT # 11

X. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Months-Ending February 28th & March 31st**

Scarlett presented the hotel data reports ending February 28th & March 31st.

SEE ATTACHMENT # 12 & 13

- **Hotel Data Report for 1st Quarter Ending March 31, 2023**

Scarlett presented the hotel data report for the 1st quarter ending March 31, 2023.

SEE ATTACHMENT # 14

XI. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information

- **Attendance Data Comparison & Guest Registrant Reports for Month Ending March 31, 2023**

Cagle presented the attendance data comparison and guest registrant reports ending March 31, 2023.

SEE ATTACHMENTS # 15 & 16

- **Attendance Data Comparison Report for 1st Quarter Ending March 31, 2023**

Cagle presented the attendance data comparison report for the 1st quarter ending March 31, 2023.

SEE ATTACHMENTS # 17

- **Update from the 2023 SETCA Annual Meeting in Anderson, SC**
Cagle updated the TDA Board about the 2023 SETCA Annual Meeting in Anderson, SC. Topics discussed included: QR Codes on brochures, different special events, emergency management, and data collection. Other states that joined the meeting were Alabama, Arkansas, Florida, Georgia, Maine, Maryland, North Carolina, South Carolina, and Virginia.

XII. Social Media Reporting – Stephanie Ruiz, Motley Local

- **Social Media Report Ending March 31, 2023**
Ruiz presented the social media report ending March 31, 2023.

SEE ATTACHMENT # 18

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

- **Public Relations Report Ending March 31, 2023**
Dosier presented the public relations report ending March 31, 2023.

SEE ATTACHMENT # 19

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

- **Visual Advertising Report for Month-Ending March 31, 2023**
Schoenberger presented the Visual Advertising Report ending March 31, 2023.

SEE ATTACHMENT # 20

XV. Executive Director Update – Amber Scarlett

Scarlett updated the TDA Board on the following.

She explained how the TDA hosted a ‘See for Yourself’ FAM Tour highlighting Archdale and Trinity area tourism attractions and the North Carolina Zoo; she was happy to say that they had over forty-five tourism partners that joined the tour escorted by Holiday Tours Bus Company on March 28th.

She announced that the Petty Tribute Park had the unveiling on April 15th in Downtown Randleman.

She explained how Melody Varner and Parker Collins attended the STS Travel South Domestic Showcase in Huntsville, AL, last week.

She also updated the TDA Board that she and Annette Cagle when to the SETCA Annual Meeting in Anderson, SC.

She updated the TDA Board that the TDA Staff would visit the 800 VisitNC Call Center on May 3rd and that on May 12th, the Visitor Center would be hosting the NTTW if anyone would like to stop by.

She also updated the TDA Board that the TDA would be a sponsor for the Richard Petty Blue Jeans & Boots on May 17th and the Randleman Chamber of Commerce Annual Meeting on May 23rd.

XVI. Board Member Updates – David Caughron

Diane Villa updated TDA Board Members that the North Carolina Zoo would host an Our State Day at the Zoo on May 6th. They are also getting ready for the Summer. They are also hoping for lots of babies this Spring and Summer.

Barbara Gallimore updated TDA Board Members that the Downtown Asheboro Concerts are getting ready to start up.

Shawn Patel updated TDA Board Members that the hotels are busy, and they had a thriving furniture market.

Leslie Brown updated TDA Board Members that the Liberty Antiques Festival will be this weekend and that The Liberty Theater has concerts scheduled for the Summer and Fall.

Ross Holt updated TDA Board Members that Archdale, Randleman, and Seagrove Library have set up the Story Walk in local parks.

David Caughron updated TDA Board Members that today was Administrative Assistant Day, and he would like to thank the TDA Staff for everything they did.

XVII. Adjourn – David Caughron

A motion to adjourn the TDA Board Meeting on Wednesday, March 15, 2023, was made by Ross Holt and was seconded by Diane Villa, and the motion was unanimously approved. The meeting was adjourned at 3:02 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board