



# Board of Directors Meeting Minutes

## Wednesday, May 17, 2023, | 2 PM

Randolph County Tourism Development Authority  
Phillip 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 2:03 PM on Wednesday, May 17, 2023, at the Randolph County Tourism Development Authority, Phillip Kemp Meeting Room, 500 Albemarle Rd Asheboro North Carolina.

### **II. Roll Call of Board Members – Amber M. Skeen, Clerk to the Board**

**Board Member Present IN PERSON:** David Caughron, Chairman, Leslie Brown, Barbara Gallimore, Luke Hollingsworth, Ross Holt, and Shawn Patel.

**Board Members Present by ZOOM:** N/A

**Board Members Absent:** Rebecca Petty Moffitt and Diane Villa

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

**Guest Present IN PERSON:** Richard Schoenberger, Manor House Creative

**Guests Present by ZOOM:** Susan Dosier, DK Communications Group; Chelsea Dickey, Motley Local

### **III. Request to Approve May 17, 2023, Agenda – David Caughron**

A motion to approve the agenda for May 17, 2023, as presented, was made by Luke Hollingsworth, and seconded by Shawn Patel, and the motion was unanimously approved.

**SEE ATTACHMENT #1**

**IV. Request to Approve Board of Directors Meeting Minutes from April 26, 2023 – David Caughron**

A motion to approve the Board of Directors Meeting Minutes from April 26, 2023, as presented, was made by Ross Holt, and seconded by Barbara Gallimore, and the motion was unanimously approved.

**SEE ATTACHMENT #2**

**V. Public Relations Report – Susan Dosier, DK Communications Group**

Dosier presented the Public Relations Report for the month ending April 30, 2023

**SEE ATTACHMENT # 3**

**VI. Public Hearing on 2023/24 Authority Proposed Budget – David Caughron**

Caughron opened the Public Hearing on the 2023 - 2024 Budget and asked the Clerk to read the General Statute as follows:

Pursuant to NCGS 159-12, the Board shall hold a public hearing on the proposed budget, at which time any persons who wish to be heard may appear. NCGS 160A-81 provides general authority to regulate conduct at public hearings relating to the number of people who speak, the length of time, and the authority to maintain order. The following are the guidelines established for this budget public hearing:

- Each speaker must first provide his or her name both orally and in writing before speaking.
- Comments are restricted to topics that relate to the proposed budget.
- Public Comment rules have been set by the Executive Committee to allow each speaker a maximum of three minutes to make comments. Additional time may be granted at the discretion of the Chairman.
- Comments are to be directed to the Board and not to one individual Member.
- The response, discussion, or action concerning issues raised during the public input session will be at the discretion of the Board.
- Speakers will be courteous in their language and presentation.
- Speakers should not discuss matters which concern the candidacy of any person seeking public office or matters in current or anticipated litigation.

With no members of the public present to speak, Caughron closed the Public Hearing.

**VII. Adoption of 2023/24 Authority Proposed Budget Proposal – David Caughron**

A motion to approve the 2023-2024 Authority Budget as presented was made by Ross Holt and seconded by Leslie Brown, and the motion was unanimously approved.

**SEE ATTACHMENT #4**

**VIII. Update of 2023/24 Contracted Services and Advertising/Marketing Contracts – Amber Scarlett, Executive Director**

Scarlett updated the Board on projected contracted service providers and advertising/marketing contracts for the 2023/24 fiscal year as follows:

**Service Contracts**

- Triad Hosting – Website hosting and support; email hosting
- DK Communications Group – Public Relations Firm offering communications and media support for our organization’s mission.
- Motley Local – Social Media Firm offering maintenance of Facebook and Instagram main Heart of NC accounts – including social listening, planning, and occasional video production for assets.
- Manor House Creative – Graphics & Creative Agency offering artwork and creative elements for website, print & digital advertisements, “other” brochure/collateral material projects for TDA – including Visitor Center projects.
- NC Department of Transportation – Visitor Center Partnership includes agreement for TDA to oversee operations of the Visitor Center buildings on the Northbound and Southbound sides of I-73/74 – staffing the centers 6 days a week to provide valuable visitor information to travelers.

**Advertising & Marketing Contracts**

- Ameriforce | Military Families
- Carolina Traveler | Family travel in North & South Carolina regions
- Triangle Media Group - Chapel Hill Magazine, Chatham Magazine, Durham Magazine | residents & newly relocated to Triangle area of North Carolina
- Compass Media | Southeast region & target markets within 500 miles
- LocaliQ - The Courier Tribune | Randolph County residents
- O'Henry Magazine | Piedmont Triad residents
- Our State Magazine | North & South Carolina regions, heavily – but has presence throughout United States
- Randolph Hub Newspaper | Randolph County residents
- Raleigh Magazine | Raleigh residents & those newly relocated
- 6AM | Wake Up Local | Richmond, VA & Charleston, SC Targeted Markets
- The Local Palate | Charleston, SC market

**IX. Finance Reporting – Will Massie**

- **Finance Report for Month-Ending April 30, 2023**  
Massie reviewed the year-to-date report on the revenues and expenditures for the month ending April 30, 2023.

**SEE ATTACHMENT #5**

- **Approval of Budget Amendment #2023\_12**  
A motion to approve budget amendment #2023\_12, as presented was made by Luke Hollingsworth and seconded by Shawn Patel, and the motion was unanimously approved.

**SEE ATTACHMENT #6**

**X. Hotel Data Reporting – Amber Scarlett**

**Hotel Data Report for Month-Ending April 30, 2023**

Scarlett stated that the report for the month ending April 30, 2023, would be tabled until the next meeting since the data had yet to be received.

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

**Attendance Data Comparison & Guest Registrant Reports for Month Ending April 30, 2023**

Cagle presented the attendance data comparison and guest registrant reports ending April 30, 2023. She also updated National Travel and Tourism Week activities at the I-73/74 Visitor Centers.

**SEE ATTACHMENTS # 7 & 8**

**XII. Social Media Reporting – Chelsea Dickey, Motley Local**

**Social Media Report for Month Ending April 30, 2023**

Chelsea Dickey presented the social media report for Month Ending April 30, 2023.

**SEE ATTACHMENT # 9**

**XIII. Manor House Graphics Visual Advertising Reporting – Richard Schoenberger, Manor House Graphics**

**Visual Advertising Report for Month-Ending April 30, 2023**

Schoenberger presented the Visual Advertising Report for the month-ending April 30, 2023.

**SEE ATTACHMENT # 10**

#### **XIV. Executive Director Update – Amber Scarlett**

Scarlett updated the TDA Board on the following events in which TDA staff participated:

- The Marketing Team and representatives from Millstone Creek Orchards and the North Carolina Zoo provided an annual update to the 800 Visit NC Call Center workers in Raleigh on May 3, 2023
- Leadership Randolph Presentation on their Tourism Day – May 4, 2023
- NTTW Celebration at the Visitor Centers – May 12, 2023

Scarlett also noted the following upcoming events:

- May 17th – Richard Petty Blue Jeans & Boots
- May 23rd – Visitor Center Quarterly Staff Training at NC Aviation Museum | Baboon Reopening at North Carolina Zoo | Randleman Chamber of Commerce Annual Dinner
- May 25th – Zoo City Sportsplex Branding Reveal
- June 3rd – National Trails Day event at North Carolina Zoo
- June 16th – Tourism Night with Asheboro ZooKeepers & NC Zoo team

#### **XV. Board Member Updates – David Caughron**

Shawn Patel updated TDA Board Members stating that it had been a good year for the hotel so far and that renovations were continuing. He gave details on recent bookings by Toyota. He shared the excitement of both staff and guests surrounding Liberty Showcase artist, Brian White, upon his stay at the hotel.

Luke Hollingsworth updated TDA Board Members that Holly Ridge golf course would be closed until mid-July while they are redoing the greens, but that the bar, grill, and simulator room would remain open.

Ross Holt updated TDA Board Members that Comic-Con, a comic book convention, was held at Asheboro Public Library on May 13 and was a huge success with over 200 attendees. He mentioned that several activities are planned this summer for children at various branches of the Randolph County Library system.

Leslie Brown updated TDA Board Members that for the Brian White concert at Liberty Showcase, nearly all the attendees were from outside the county with the majority even being from outside North Carolina. She mentioned that Liberty Showcase Theater would be hosting Johnny Lee in June and Ricky Skaggs in January.

Barbara Gallimore updated TDA Board Members that the Friday and Sunday downtown Asheboro summer concerts at Bicentennial Park begin this month. She also reported that a new attraction is potentially opening downtown with escape rooms, axe throwing and simulators.

David Caughron updated TDA Board Members that the Randleman Chamber of Commerce Annual Meeting will be held on May 23. He also announced that the next TDA Board Meeting is scheduled for June 21 and reminded everyone of the importance of being in attendance.

**XVI. Adjourn – David Caughron**

A motion to adjourn the TDA Board Meeting on Wednesday, May 17, 2023, was made by Shawn Patel and was seconded by Luke Hollingsworth, and the motion was unanimously approved. The meeting was adjourned at 2:58 PM.

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**NORTH CAROLINA  
RANDOLPH COUNTY**



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**David Caughron, Chairman**



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**Amber M. Skeen, Clerk to the Board**