



Board of Directors Meeting Minutes

May 19, 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, May 19, 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; Pam Brown*; Barbara Gallimore; Shawn Patel

Board Members Absent: Leslie Brown; Ross Holt

Board Members Present by Zoom: Luke Hollingsworth; Rebecca Petty Moffitt, Vice-Chair; Diane Villa

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

Guests Present IN PERSON: Richard Schoenberger, Manor House Graphics

Guests Present by Zoom: Susan Dosier, DK Communications Group; Amy Kernodle, The Liberty Showcase Theater

**Board Member entered Board Meeting*

III. Request to Approve May 19, 2021 Agenda – David Caughron

A motion to approve May 19, 2021 agenda as presented was made by Barabara Gallimore and seconded by Shawn Patel and the motion was unanimously approved.

IV. Request to approve Board of Director's Meeting Minutes from April 21, 2021 – David Caughron

A motion to approve April 21, 2021 Board of Director’s Meeting Minutes as presented was made by Luke Hollingsworth and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

V. Public Hearing on the 2021-22 Authority Proposed Budget – David Caughron

Caughron opened the Public Hearing on the 2021 - 2022 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.

**Board Member entered Board Meeting.*

VI. Presentation of the 2021-22 Authority Budget Proposal – Suzanne Dale

Dale made the presentation of the summary of the 2021-22 Authority Final Budget.

A motion to approve the 2021-22 Authority Budget as prested was made by Diane Villa and seconded by Luke Hollingsworth, and the motion was unanimously approved.

VII. Finance Reporting – Suzanne Dale

- **Finance Report for Month-Ending April 30, 2021**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending April 30, 2021.

SEE ATTACHMENT #1

- **Request to approve Budget Amendment #2021_05**

SEE ATTACHMENT #2

A motion to approve Budget Amendment #2021_05 as presented was made by Barbara Gallimore and seconded by Shaw Patel, and the motion was unanimously approved.

VIII. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Month-Ending April 30, 2021**

Scarlett presented the Hotel Data Report for the month-ending April 30, 2021.

SEE ATTACHMENT #3

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

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending April 30, 2021**

Skeen presented Visitor Centers Data Reports for the month-ending April 30, 2021.

SEE ATTACHMENT #4 & 5

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

Dosier presented the Public Relations Report for Month-Ending April 30, 2021.

XI. Manor House Graphics Visual Advertising Reporting – Richard Schoenberger, Manor House Graphics

Schoenberger presented a visual advertising report ending April 30, 2021.

SEE ATTACHMENT #6

XII. Update on Tourism Recovery - Amber Scarlett

Scarlett updated Board Members that 58 percent of American travelers are now fully vaccinated. And also the Americans vacationing over the next 3 months anticipate they will spend \$1,720 on travel during this period. Travelers are watching gas prices but most are still ready to travel.

XIII. Board Member Updates – David Caughron

Diane Villa updated Board Members that the North Carolina Zoo remains in a reopening phase of taking reservations for visitors, they hope to open to full capacity soon.

Rebecca Petty Moffitt updated Board Members that the Petty Museum would be hosting Blue Jeans & Boots fundraiser tonight.

Luke Hollingsworth updated Board Members that Holly Ridge would be hosting two golf tournaments in June and then the Hospice Fundraiser in August.

Amy Kernodle with The Liberty Showcase Theater updated Board Members that The Liberty Showcase Theater would be hosting Pam Tillis in June.

Barbara Gallimore updated Board Members that The Flying Pig was seeing a lot of out-of-state visitors.

Pam Brown updated Board Members that the hotel in Archdale is picking up.

Shawn Patel updated Board Members that the Asheboro hotels are picking up as well with all the different events that happen in Asheboro.

XIV. Adjourn – David Caughron

A motion to adjourn May 19, 2021, TDA Board Meeting was made by Shawn Patel and seconded by Rebecca Petty Moffitt and the meeting was adjourned at 2:43 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board