



**BOARD OF DIRECTORS MEETING MINUTES
MAY 27, 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, May 27, 2020, at the North Carolina Zoo, in the Stedman Education Center.

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, Marianne Rowe, and Diane Villa

Board Members Absent: Shawn Patel

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

Guests: Larry Penkava, The Courier-Tribune; Richard Schoenberger, Manor House Graphics

III. Request to Approve May 27, 2020, Agenda – David Caughron

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

With no corrections provided, the May 27, 2020 agenda stands approved.

IV. Request to Approve Consent Agenda – David Caughron

- E-vote on Furlough definition and procedures – April 9, 2020
- Minutes from March 18, 2020 Board Meeting

- Notes from April 22, 2020 Board Meeting Teleconference

A motion to approve the consent agenda as presented was made by Luke Hollingsworth and seconded by Ross Holt and the motion was unanimously approved.

V. Update on Coronavirus/COVID-19 – Amber Scarlett, Director of Tourism

Scarlett updated TDA Board Members on progress of reopening in Phase 2 and its effects on the tourism industry. She explained how the consensus is that travelers are going to find more comfort in staying closer to home. But wide-open spaces, laid-back settings, and places that do not have large crowds will be the first visited in the post-pandemic climate. Randolph County has a huge advantage with our Seagrove Pottery community, Kersey Valley Attractions, North Carolina Zoo, Downtown Asheboro businesses, and Petty Family Attractions to provide that type of environment to our visitors. Additionally, personal finances have been hit by the economic shutdown, as people regain those monetary means, vacations are easily postponed. She explained how a research on Traveler Sentiment Study tracks traveler sentiment with reports from Longwoods International's key findings. As recent as last week, traveler sentiment was reported that most Americans do not feel safe traveling outside their home communities, yet. With thirty-five percent saying they would be comfortable doing so today; forty percent would not, and twenty-five percent remain neutral. The study also says that most Americans are not quite comfortable in reopening their communities to visitors. With thirty-one percent being supportive to opening to visitors; forty-five percent are not; and twenty-four percent are natural. She also explained how Americans view positive advice from federal health officials as the most important sign that it is safe to plan domestic travel. Fifty-four percent view official advice from the CDC and other federal health experts as a key cue that it is safe to travel; thirty-three percent view federal government advice as a key cue; and thirty-three view a relaxation of social distancing rules in their state and surrounding areas as key cues.

She asked how can we support our visitors and our businesses? She explained how as North Carolina restaurants, hotels and other businesses begin to reopen, members of the North Carolina Restaurant and Lodging Association (NCRLA), The NC Dept. of Health and Human Services (NCDHHS), NC State University, and Visit NC have partnered to create the Count on Me NC Campaign; a mutual pledge and public health initiative that empowers guests and businesses to help keep everyone safe and protected. Through complimentary online courses, businesses will learn how to reopen safely, using best practices and procedures to ensure staff and customers feel confident about their safety. After training, businesses will receive a printable Count On Me NC certificate and be featured on the list of participating businesses within the Count on Me NC website. You will also get access to a Count On Me NC toolkit that includes social media assets and other materials to help show guests and staff that you've gone above and beyond to protect their well-being.

VI. Update on Memorandum request to Randolph County Board of Commissioners – Amber Scarlett

Scarlett updated TDA Board Members that earlier this month, a formal memorandum was sent to the Randolph County Board of Commissioners on behalf of TDA Chairman David Caughron as a request to waive the annual administrative fees for our 2019-2020 budget year. This letter was submitted to the Board's Clerk by the deadline and will be presented to the Commissioners on Monday, June 1, 2020, for consideration. If this waiver is granted, the Commissioners will not collect the 2.5% annual fee from our total budgeted expenditures – actual revenues: an amount of \$27,688.

SEE ATTACHMENT #1

VII. Update on I 73/74 Visitor Centers Reopening – Myra Hoover, Director of Visitor Services

Hoover updated TDA Board Members that the I73-/74 Visitor Centers in Seagrove would reopen on May 23rd. She explained how they are focused on safety for the visitors and staff with new safety measures. The staff has been divided into two teams with only one visitor center open each day. Each employee will receive temperature checks each day before work and answer questions about symptoms and whether they have been exposed to anyone with COVID-19. All staff members will wear personal protective equipment (PPE), including washable face masks and disposable gloves. They also have installed a plexiglass germ shield at the front counter. Additional cleaning supplies will support a rigorous sanitation schedule. New signage is in place to advise visitors of safety protocols, including building sanitation, social distancing, PPE usage. Throughout Phase 2, only ten people will be allowed in a visitor center at a time.

VIII. Update on HNCVB Staff – Amber Skeen

Skeen updated the TDA Board that LuLane Long and Sarah Testerman are still on furloughed time until June 15th, this may be longer as revenues build.

IX. Presentation of 2020-21 Destination Marketing Plan – Amber Scarlett

Scarlett presented the 2020-21 Destination Marketing Plan to the TDA Board Members.
SEE ATTACHMENT #2

X. Request to Approve 2020-21 Destination Marketing Plan – David Caughron

A motion to approve the 2020-21 Destination Marketing Plan as presented was made by Diane Villa and seconded by Marianne Rowe and the motion was unanimously approved.

XI. Presentation of the 2020-21 Authority Draft Budget Proposal – Amber Skeen & Suzanne Dale, Finance Officer

Dale and Skeen presented the 2020-21 Authority Draft Budget Proposal to the TDA Board Members.

SEE ATTACHMENT #3

XII. Finance Reporting Month-Ending April 30, 2020 – Suzanne Dale, Finance Officer

Dale reviewed the year-to-date report on the revenues and expenditures, and analysis of net collections of occupancy tax for the month ending April 30, 2020.

SEE ATTACHMENT #4

XIII. Hotel Data Reporting Month-Ending April 30, 2020 – Amber Scarlett

Scarlett presented the Hotel Data Report for month-ending April 30, 2020.

SEE ATTACHMENT #5

XIV. I-73/74 Visitor Centers Data Reporting Month-Ending April 30, 2020 – Myra Hoover

Hoover presented Visitor Centers Data Report for month-ending April 30, 2020,

SEE ATTACHMENT # 6 & 7

XV. Public Relations Reporting Month-Ending April 30, 2020 – Amber Scarlett

Scarlett presented the Public Relations Report for month-ending April 30, 2020.

SEE ATTACHMENT # 8

XVI. Board Member Updates – David Caughron

Barbara Gallimore wanted to thank everyone for all the support.

Ross Holt updated everyone that the Randolph County Library would be doing curbside service.

Rebecca Petty Moffitt wanted everyone to know that the Richard Petty Gift Shop would reopen on June 1st.

Luke Hollingsworth wanted to thank everyone for the support and that golf was still going strong.

XVII. Adjourn – David Caughron

A motion to adjourn the meeting was made by Ross Holt seconded by Luke Hollingsworth, and the motion was unanimously approved. The meeting was adjourned at 3:28 PM

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board