



Board of Directors Meeting Minutes

Wednesday, June 15, 2022, | 2 PM

Randolph Cooperative Extension Office
1003 S Fayetteville Street | Asheboro

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, June 15, 2022, 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, Ross Holt, Barbara Gallimore, and Rebecca Petty Moffitt

Board Members Present by ZOOM: Shawn Patel

Board Members Absent: Leslie Brown, Pam Brown, Luke Hollingsworth, and Diane Villa

Staff Members Present IN PERSON: Amber Scarlett, Executive Director; Amber Skeen, Clerk to the Board; Suzanne Dale, Finance Officer; Melody Varner, Tourism Marketing Coordinator; Victoria Cox, Digital Content Coordinator

Guests Present IN PERSON: Larry Penkava, Randolph Hub; Richard Schoenberger, Manor House Graphics

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

III. Request to Approve June 15, 2022, Agenda – David Caughron

A motion to approve the agenda for June 15, 2022, as presented was made by Rebecca Petty Moffitt and seconded by Ross Holt and the motion was unanimously approved.

IV. Request to Approve Board of Directors Meeting Minutes from May 18, 2022 – David Caughron

A motion to approve the Board of Directors Meeting Minutes from May 18, 2022, with the correction that Barbara Gallimore was not present was made by Ross Holt and seconded by Barbara Gallimore and the motion was unanimously approved.

V. Request to Approve Job Title & Description of Digital Content Coordinator – Amber Scarlett, Executive Director

Scarlett presented to the TDA Board that she would like to see a Digital Content Coordinator position added to the Classification Plan. She explained how this position will remain in the same job grade in the classification plan as the Tourism Marketing Coordinator. Major functions and tasks of the Digital Content Coordinator will focus on website content and maintenance, social media content development across multiple platforms, destination marketing content development of blogs, newsletters, editorial, and travel guide content. This position will cross-train with the Tourism Marketing Coordinator for additional visitor-related duties within our organization.

SEE ATTACHMENT # 1 & 2

A motion to approve the Job Title & description for Digital Content Coordinator as presented was made by Ross Holt and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

VI. Introduction of Director of Visitor Services & Information and Digital Content Coordinator - Amber Scarlett

Scarlett would like to introduce Annette Cagle as the Director of Visitor Services & Information for the I-73/74 Visitor Centers in Seagrove. Scarlett explained how in this role, she will serve as supervisor of the I-73/74 Visitor Center staff members; overseeing the documentation of visitor feedback; strengthening key partner relationships; overseeing all Visitor Centers' activities, events, demonstrations, displays, staff & Annual Tourism Day, and Open House events. This position will also be responsible for the training of all staff members, working continuously to improve the sustainability of operating costs. Cagle will serve as a designated essential employee on the Management Team at area events and as a duty officer.

Cagle joins our organization from Randolph County's Human Resource Department where she served as their Human Resources Technician and has a little over nine years

of service with Randolph County. Cagle is originally from Montgomery County and moved to Randolph County in 1995 when she married her husband, Doug. Together they have two children, Dawson (24), a police officer with the Aberdeen Police Department, and Hailee (20), a full-time student at Pfeiffer University as a nursing student and a member of the lady's golf team.

Cagle lives in Seagrove on their family farm where they raise beef cattle. She is looking forward to joining our team in July and sharing her love of Randolph County with visitors to the Heart of North Carolina and our Visitor Centers.

Scarlett would like to introduce Victoria Cox as the Digital Content Coordinator for HNCVB. This position is responsible for the implementation of a social media strategy across all platforms for the Heart of North Carolina and I-73/74 Visitor Centers and other respective pages; website maintenance of HeartofNorthCarolina.com and VisitNC.com; development of blogs and newsletters to be incorporated into our website; along with the production of our annual travel guide.

Cox is a recent May 2022 graduate from The University of North Carolina at Greensboro with a BA in English – Creative Writing. Cox also holds an Associate in Arts degree from Randolph Community College. Cox has been an editorial assistant for Cave Wall Press and a marketing manager for MilSpeak Books/Family of Light Books. She is a former Content Writing Intern for the School of Health & Human Sciences at UNC-Greensboro and a former writing tutor at Guilford Technical Community College. Cox enjoys reading, writing poetry, exploring unfamiliar places, and playing with her cat, Bella. She looks forward to working in her hometown, meeting new people while seeing familiar faces, and experiencing the tourism industry in her role.

VII. Presentation & Adoption of 2022 -2023 Marketing Plan & Program of Work – Amber Scarlett

Scarlett presentation the 2022-2023 Marketing Plan & Program of work.
SEE ATTACHMENT # 3

A motion to approve the 2022-23 Marketing Plan & Program of Work presented was by Rebecca Petty Moffitt and seconded by Ross Holt and the motion was unanimously approved.

VIII. Presentation & Approval of the 2022-2023 RCTDA Employee Policies & Procedures Manual – Amber M. Skeen

Skeen presented the 2022-2023 RCTDA Employee Policies & Procedure Manual to the TDA Board. She explained how she only printed the first few pages of the 2022-23

RCTDA Employee Policies & Procedures Manual because there were no changes from last year.

SEE ATTACHMENT # 4

A motion to approve the 2022-23 RCDTA Employee Policies & Procedures Manual presented was made by Barbara Gallimore and seconded by Rebecca Petty Moffitt and the motion was unanimously approved.

IX. Finance Reporting – Suzanne Dale

- **Finance Report for Month-Ending May 31, 2022, 2022**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending May 31, 2022.

SEE ATTACHMENT # 5

X. Heart Fund Report for FYE June 30, 2022 – Amber M. Skeen

Skeen explained the Heart Fund to the TDA Board Members. She described how the Heart fund was created a few years ago for the RCTDA to be able to send flowers, gift cards, or other donations to employees, Board Members, or other people that are associated with our organization. The reason for sending the Heart Fund donations could be from a death in the family, surgery, giving birth, retirement, or any other instruction from Amber Scarlett or the Chairman of the Board. They ask that all employees and Board Members give \$10 once a year to help with this Fund.

Skeen reviewed the Heart Fund Report Ends June 30, 2022.

SEE ATTACHMENT # 6

XI. Hotel Data Reporting – Amber Scarlett

Scarlett updated the TDA Board that she had not received the numbers for May 31st, and she would present them at the next TDA Board meeting.

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

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending May 31, 2022**

Skeen presented Visitor Centers Data Reports for the month-ending May 31, 2022.

SEE ATTACHMENT # 7 & 8

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

Dosier presented the Public Relations Report for the month-ending May 31, 2022.

SEE ATTACHMENT # 9

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

Schoenberger presented the Visual Advertising Report for the month-ending May 31, 2022.

SEE ATTACHMENT # 10

XV. Announcement of Annual Staff Planning Retreat – Amber Scarlett

Scarlett announced that the annual staff planning retreat would be on August 10, 11, and 12. She explained how this is when the TDA and VC Staff will dive deeper into the marketing plan and begin assigning various departments tasks, projects, and events to accomplish over the course of the next year. On the first day, we will concentrate on Visitor Center operations and plans, the second day will be on HNCVB operations and plans, and on the third day, Triad Hosting, Manor House Graphics, and DK Communications Group will be joining us to pull together our plans and solidify how we will execute. This Annual Staff Planning Retreat ensure that we stay on track to meet our goals, but also allows for inspiring brainstorming sessions to occur when all staff members get together.

XVI. Announcement to Cancel the July BOD Meeting – David Caughron

Caughron announced that as in years past there would be no July TDA Board Meeting. The next TDA Board Meeting would be on August 17, 2022.

XVII. Board Member Updates – David Caughron

Shawn Patel updated TDA Board that hotels were still busy, and he hopes that this will continue.

Amy Kernodle with The Liberty Showcase Theater updated TDA Board Members that Dailey & Vincent was rescheduled to November 5. But their next show would be Gene Watson on August 20th.

Barbara Gallimore updated TDA Board Members about the Rockin' the Park Friday Night will host Rumours – a Fleetwood Mac Tribute on July 15th and Who's Bad – a Michael Jackson Tribute on August 5th in Bicentennial Park; the social district continues to do well for all merchants and neighbors of the Downtown Asheboro area.

Rebecca Petty Moffitt updated TDA Board Members that the Petty Museum would be hosting the 1st Hot Nights, Hot Rods, and Harleys Cruise-In on July 9th from 5 pm-8pm.

Ross Holt updated TDA Board Members that Randolph County Library would be hosting all the summer events at all the county libraries.

David Caughron updated TDA Board Members that on Saturday, June 16th, Randleman would be hosting the Food Truck Festival and invited everyone out for this event.

XVIII. Adjourn – David Caughron

A motion to adjourn the TDA Board Meeting on Wednesday, June 15, 2022, was made by Rebecca Petty Moffitt and was seconded by Ross Holt, and the motion was unanimously approved. The meeting was adjourned at 3:18 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board