



# Board of Directors Meeting Minutes

## June 23, 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, June 23, 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; Luke Hollingsworth; Barbara Gallimore; Ross Holt

\*\*\* *NO QUORUM* \*\*\*

**Board Members Absent:** Leslie Brown; Pam Brown; Rebecca Petty Moffitt, Vice-Chair; Shawn Patel; 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; Connie Wicker, North Carolina Zoo; Shane Icenhour, Intern with HNCVB

### **III. Request to Approve June 23, 2021 Agenda – David Caughron**

No quorum, therefore there was not a vote on the agenda for June 23, 2021.

### **IV. Request to approve Board of Director's Meeting Minutes from May 19, 2021 – David Caughron**

No quorum, Request to approve Board of Director's Meeting Minutes from May 19, 2021, was tabled to next TDA Board Meeting in August.

**V. Introduction of College Intern/Marketing Inter, Timothy Shane Icenhour, Amber Scarlett, Executive Director**

Scarlett introduced the College/Marketing intern Shane Incehour. Shane is originally from Lenior, NC. Upon high school graduation, Shane moved to Greensboro to attend the University of North Carolina at Greensboro. The intended focus of his collegiate career was as a Peace & Conflict studies major, working on conflict mediation and resolution, following this interest was multiple semesters in the social work field. Although he soon realized that he was much too empathetic toward individuals to follow this path. Interacting with others and moving the areas around me towards more sustainable practices made Shane feel complete. From this discovery, he found a perfect fit in the Sustainable Tourism & Hospitality program at UNC-G, a program dedicated to teaching students to become innovative and responsible professionals in one of the largest business sectors in the world. Shane graduated in May 2021 from this program. He looks forward to spending time in Randolph County and making lots of connections with our tourism partners and stakeholders.

**VI. Presentation of Letter of Support for Randolph County Farmers Marketing Alliance Grant – Amber Scarlett**

Scarlett presented a Letter of Support for the Randolph County Farmers Marketing Alliance Grant to the TDA Board. This letter will be sent to Annie Mills with the North Carolina State Cooperative Extension office. With the grant monies in place, the Randolph County Farmers Market Alliance will raise awareness of the agricultural businesses and agritourism opportunities in Randolph County, improve the Randolph County Farmers Markets as a source of income for local farms by increasing market attendance and market sales, and Improve customer satisfaction with the Farmers Markets and agritourism related activities in Randolph County. Once the funds are received the Alliance will begin work on projects that include promotional printing costs, advertising, VisitNC Farm App maintenance, and support of additional costs associated with special events held at the markets.

**SEE ATTACHMENT #1**

**VII. Presentation & Adoption of 2021-22 Marketing Plan & Program of Work – Amber Scarlett**

Scarlett presented the 2021-22 Marketing Plan & Program of Work to the TDA Board.

**SEE ATTACHMENT #2**

No quorum, Request to approve the 2021-22 Marketing Plan & Program of work was tabled to next TDA Board Meeting in August.

**VIII. Presentation for the 2021-22 RCTDA Employee & Procedures Manual – Amber M. Skeen**

Skeen presented the 2021-22 RCTDA Employee & Procedures Manual to the TDA Board.  
**SEE ATTACHMENT #3**

**IX. Request to Approve the 2021-22 RCTDA Employee Policies & Procedures Manual – David Caughron**

No quorum, Request to approve the 2021-22 Employee & Procedures Manual was tabled to next TDA Board Meeting in August.

**X. Finance Reporting – Suzanne Dale**

- **Finance Report for Month-Ending May 31, 2021**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending May 31, 2021.

**SEE ATTACHMENT #4**

**XI. Heart Fund Report for FYE June 30, 2021 – Amber M. Skeen**

Skeen presented the Heart Fund Report year ending June 30, 2021.

**SEE ATTACHMENT #5**

**XII. Funding for the Heart Fund for 2021-22 – Amber M. Skeen**

Skeen updated TDA Board Members that she would be asking all staff members and TDA Board Members to donate \$10 for the Heart Fund for 2021-22.

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

- **Hotel Data Report for Month-Ending May 31, 2021**

Scarlett presented the Hotel Data Report for the month-ending May 31, 2021.

**SEE ATTACHMENT #6**

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

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending May 31, 2021**

Skeen presented Visitor Centers Data Reports for the month-ending May 31, 2021.  
**SEE ATTACHMENT #7 & 8**

**XV. Presentation for Services Contrat Agreements & Advertising Contacts Agreemanet – Amber Scarlett**

Scarlett presented that RCTDA will continue with NCDOT for operations of the I-73/74 Visitor Centers, DK Communications Group as our public relations firm, Manor House Graphics as our Graphic Design Agency, TriadHosting as our Webhosting and development services, and Global Media Services as our IT Consultation Group. She also updated TDA Board on advertising contracts that are in place: Asheboro Copperheads Baseball; VisitNC co-op programming – including OutdoorsNC.com, The Courier-Tribune (with outreach through USA Today across the state of NC to target markets of Fayetteville, Wilmington, Asheville), The Griffon – military publication in Fayetteville, Raleigh Magazine, Our State Magazine, Shannon Media – family of magazines in Chatham, Chapel Hill, and Durham.

**XVI. DK Communications Group Public Relations Reporting – Amber Scarlett**

Scarlett presented the Public Relations Report for Month-Ending May 31, 2021.  
**SEE ATTACHMENT #9**

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

Schoenberger presented a visual advertising report ending May 31, 2021.  
**SEE ATTACHMENT #10**

**XVIII. Update on Tourism Recovery - Amber Scarlett**

Scarlett updated TDA Board that American traveler sentiment improved marginally this week, with more people than ever saying they are ready to travel.

**XIX. Board Member Updates – David Caughron**

Barbara Gallimore updated TDA Board Members that activity in Downtown Asheboro was picking up and announced Zoo City Summerfest on August 6 & 7, 2021 – concert, car show, children’s activities, and StrEatery.

Ross Holt updated TDA Board Members that the Sunset Signature Series is on and continuing to book notable names, invited everyone to attend the return of the event on August 28<sup>th</sup> for Ken Jennings – Jeopardy Champion.

Luke Hollingsworth updated TDA Board members that Holly Ridge Golf Links will be hosting the Hospice Golf Tournament the first weekend in August and expect golfers from several states to participate.

Connie Wicker, on behalf of board member Diane Villa, with the North Carolina Zoo updated TDA Board Members that the North Carolina Zoo would be open in full force on July 1<sup>st</sup> with no reservations required after that date. The new red wolf pups were recently born and the Zoo is conducting a naming contest – stay tuned.

**XX. Adjourn – David Caughron**

The meeting was adjourned at 3:18 PM.

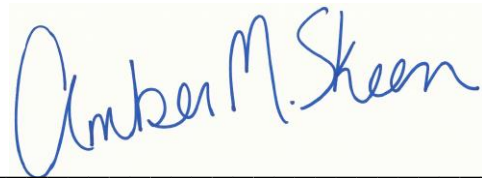
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**NORTH CAROLINA  
RANDOLPH COUNTY**



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**David Caughron, Chairman of the Board**



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