



## **Board of Directors Meeting Minutes June 24, 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, June 24, 2020, at the Southbound I-73/74 Visitor Center, Seagrove.

### **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; Ross Holt; Luke Hollingsworth; Shawn Patel and Marianne Rowe

Board Members Absent: Diane Villa and Barbara Gallimore

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: Kenny Kidd, Randolph County Commissioner; Richard Schoenberger, Manor House Graphics

### **III. Request to Approve June 24, 2020, Agenda – David Caughron**

Caughron asked if there were any additions or corrections to today's agenda. With no corrections provided, the June 24, 2020 agenda stands approved.

### **IV. Request to Approve Board of Director's Meeting Minutes for May 27, 2020 – David Caughron**

A motion to approve the Board of Director's meeting minutes from May 27, 2020, as presented was made by Ross Holt and seconded by Leslie Brown; and the motion was unanimously approved.

**V. Request to Approve Job Descriptions – Amber Skeen, Director of Office Administration**

- **Executive Director**
- **Director of Office Administration/Clerk to the Board**
- **Director of Visitor Services & Information**
- **Tourism Marketing Coordinator**

Skeen presented the new job descriptions to the Board Members and explained that they were not any changes in the job descriptions besides replacing “CEO” to “Executive Director”. She explained how this would help realign the job descriptions with the new changes within the authority.

A motion to approve the revised job descriptions as presented was made by Luke Hollingsworth and seconded by Shawn Patel; and the motion was unanimously approved. **See Attachment # 1,2,3,4**

**VI. Request to Appoint Amber Scarlett to the Position of Executive Director of Randolph County Tourism Development Authority – David Caughron**

Caughron updated Board Members that the Executive Committee had met and they agreed to promote Amber Scarlett into the role of Executive Director for The Randolph County Tourism Development Authority. He also wanted to commend her on the excellent job that she has been doing.

A motion to appoint Amber Scarlett as Executive Director of Randolph County Tourism Development Authority was made by Marianne Rowe and seconded by Ross Holt; and the motion was unanimously approved.

**VII. Updated on Memorandum Request to Randolph County Board of Commissioners – Amber Scarlett, Executive Director**

Scarlett updated the Board Members that on June 1st, she attended the Randolph County Commissioners meeting where she asked the Randolph County Commissioners to waive the annual administrative fees of 2.5% from the 2019-2020 budget for \$27,688. The Randolph County Commissioners voted to waiver this fee unanimously.

**VIII. I-73/74 Visitor Centers New Hire Process – Myra Hoover, Director of Visitor Services**

Hoover updated Board Members that we had hired one person for the position that was posted for Part-Time staff member and are still going interview for the other position.

**IX. Announcement of Doyle Craven Promotion to Tourism Information Coordinator & Nicole Wyche as Visitor Services & Information Counselor for the I-73/74 Visitor Centers – Myra Hoover**

Hoover announced that Doyle Craven had been promoted to Tourism Information Coordinator and he would start July 1st in that position. Doyle Craven is a recent retiree from Guilford County Schools having served in many administrative areas including Accounting, Volunteers and Partnerships, Community Relations, and Student Assignment. Before working in public education, he spent several years working for Quaker organizations at the local, state, and national levels. Doyle attended Malone College and graduated from High Point University where he earned a degree in Business Administration. He is a native of Randolph County and has lived in Randleman most of his life. Doyle has served at the Visitor Centers as one of the Visitor Services & Information Counselors since May 2019. When not working at the Visitor Centers, he enjoys visiting the coast, gardening, cooking, and reading.

Hoover announced that Nicole Wyche was hired as a Visitor Services & Information Counselor and would start July 1st at the Southbound Visitor Centers. Nicole has lived in Asheboro for the past 13 years with her husband and 12-year-old son. Nicole grew up in the Black Hills of South Dakota and moved to North Carolina shortly after graduating from South Dakota State University. Before moving to NC, Nicole worked in several tourism sectors in South Dakota. After moving to NC, Nicole worked 15 years in customer service, with an animal health pharmaceutical company. After this company was sold to an out of state company, Nicole chose to stay home, focusing on her family and new opportunities. Nicole has decided she would like to get back into the workforce and is excited to become a part of the I-73/74 Visitor Center team and share all she knows and loves about Randolph County and the state of North Carolina.

**X. Update on HNCVB Staff – Amber Scarlett**

Scarlett updated Board Members that moving into the next budget year, the TDA office will have a leaner structure to the Heart of NC Visitors Bureau team. The reductions in staff for the HNCVB office will affect the personnel line items resulting in the elimination of the Tourism Services Coordinator position held by LuLane Long. The Tourism Marketing Coordinator position remains in a furloughed state until revenues return.

**XI. Review of 2020-2021 Authority Budget Changes – Amber Skeen**

Skeen reviewed the 2020-21 Authority Budget with the Board Members and let them know that there was no change from the last board meeting.

**See Attachment #5**

**XII. Public Hearing on the 2020-2021 Authority Proposed Budget – Amber Skeen**

Caughron opened the Public Hearing on the 2020-2021 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.

**XIII. Summary of 2020-2021 Authority Final Budget – Suzanne Dale, Finance Officer**

Dale made the presentation of the summary of the 2020-2021 Authority Final Budget.

**XIV. Board Discussion on the 2020-2021 Authority Proposed Budget – David Caughron**

There were no questions from the Board Members about the 2020-2021 Authority Proposed Budget.

**XV. Request to Adopt the 2020-2021 Authority Proposed Budget- David Caughron**

A motion to approve the 2020-2021 Authority budget was made by Rebecca Petty Moffitt and seconded by Leslie Brown; and the motion was unanimously approved.

**XVI. Presentation of Services Contract Agreements & Advertising Contract Agreements- Amber Scarlett**

Scarlett updated Board Members that she and Amber Renee had worked very hard to ensure we are aligned with County Administration guidelines when it comes to the processing procedures of contracts. They had each of the service contracts and advertising contracts reviewed by the legal team and will have the monies encumbered into our budget. Moving forward, these contracts will be evaluated on an annual basis and presented to the board of directors for review as a part of the budget development process. Currently, these contracts are available in digital format or hard copy for anyone that would like to see the details of the agreements.

She explained the renewal of the following service contracts for the 2020-2021 budget year:

- Randolph County Government – Administrative Support – Accounts Payable/Receivable, Payroll, Human Resources, Legal Services
- DK Communications Group – Public Relations firm that offers years of industry experience and contacts throughout the southeast and beyond; social media coaching, public relations insight, press release development, media tour leadership, and story pitching to key markets suitable for our destination
- Manor House Graphics – Graphic Design for marketing projects including annual travel guide production, design and layout of our website, advertising designs, special photography assignments, and additional brochure/map production
- Triad Hosting – Website Development, Maintenance, and support for HeartofNorthCarolina.com

- Global Media Services - To provide information technology support for both the Heart of NC Visitors Bureau and each Visitor Center. Global Media has been providing IT services since 2001 and is based in Clemmons. We will look to this contract provider for network administration, set up and maintenance of hardware and software for the computer devices we utilize – including mobile devices, tablets, and whiteboard technology, troubleshooting, support and suggestions of suitable equipment for our workload.

Scarlett updated Board Members that to date they had committed to advertising opportunities with the following publications – which include digital components such as newsletters or focused e-blast communications to preformed databases.

- Our State Magazine – with a statewide, regional, and national reach, we will continue to be a part of this highly esteemed publication; 1/2 page presence in key months of travel. \*\*Awarded a \$25,000 grant yesterday – these monies can be used in addition to our current contract agreement for digital, print, or a combination of those types of advertising through June 2021.
- The Courier-Tribune – local and piedmont reach (sister publications in Lexington & Burlington) – will continue to have advertisements in Sunday and Wednesday editions of this publication to remind locals of offerings within the Heart of NC; will remain in weekly ‘Get This’ publication
- The Griffon – Army based military publication for the Fayetteville, NC area, will have editorial and advertising placement in two quarterly publications with a digital presence and social share options.
- VisitNC.com – a partnership with our state tourism marketing organization to feature events on VisitNC.com, with inclusion in e-newsletters with an estimated 36k subscriber, joined a campaign for special Facebook event promotion on Visit North Carolina’s platform – their social following is approximately 220k.

**XVII. Presentation of Revised Personnel Handbook – Amber Skeen**

Skeen presented the revised personnel handbook to the Board Members.

**SEE ATTACHMENT #6**

**XVIII. Request to Approve Revised Personnel Handbook - David Caughron**

A motion to approve the revised Personnel Handbook as presented was made by Ross Holt and seconded by Luke Hollingsworth; and the motion was unanimously approved.

**XIX. Presentation of Revised Policies & Procedures Handbook – Amber Skeen**

Skeen presented the revised Policies & Procedures Handbook to the Board Members.  
**SEE ATTACHMENT #7**

**XX. Request to Approve Revised Policies & Procedures Handbook – David Caughron**

A motion to approve the Revised Policies & Procedures Handbook as presented was made by Rebecca Petty Moffitt and seconded by Shawn Patel; and the motion was unanimously approved.

**XXI. Presentation of Revised Volunteer Handbook – Amber Skeen**

Skeen presented the revised Volunteer Handbook to the Board Members.  
**SEE ATTACHMENT #8**

**XXII. Request to Approve Revised Volunteer Handbook – David Caughron**

A motion to approve the revised Volunteer Handbook as presented was made by Luke Hollingsworth and seconded by Marianne Rowe; and the motions was unanimously approved.

**XXIII. Announcement of Postponement of Annual Staff Planning Retreat & Request to Cancel July BOD Meeting – Amber Scarlett**

Scarlett announced that she would be postponing the annual staff planning retreat until at least August due to staffing capacity. She explained how it was important for all full-time staff to be involved in this planning retreat.

A motion to cancel July BOD Board Meeting was made by Luke Hollingsworth and seconded by Rebecca Petty Moffitt; and the motion was unanimously approved.

**XXIV. Finance Reporting Suzanne Dale, Finance Officer & Amber Skeen**  
• **Finance Report for Month-Ending May 31, 2020 – Suzanne Dale**

Dale reviewed the year-to-date report on the revenues and expenditures, and analysis of net collections of occupancy tax for the month ending May 31, 2020.

**SEE ATTACHMENT #9**

- **Employee Heart Fund Report for FYE June 30, 2020 – Amber Skeen**  
Skeen reported that the Heart Fund had a balance of \$458.50. She also asks that everyone could contribute another \$10 this year to keep the Heart Fund going.

**SEE ATTACHMENT #10**

**XXV. Hotel Data Reporting Month-Ending May 31, 2020 – Amber Scarlett**

Scarlett presented the Hotel Data Report for month-ending May 31, 2020.

**SEE ATTACHMENT #11**

**XXVI. I-73/74 Visitor Centers Data Reporting Month-Ending May 31, 2020 – Myra Hoover**

Hoover presented Visitor Centers Data Report for month-ending May 31, 2020.

**SEE ATTACHMENT #12 & 13**

**XXVII. Public Relations Reporting Month-Ending May 31, 2020 – Amber Scarlett**

Scarlett presented the Public Relations Report for month-ending May 31, 2020.

**SEE ATTACHMENT #14**

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

Ross Holt wanted to update Board Members that the Randolph County Library has curbside service and virtual storytimes.

Rebecca Petty Moffitt updated Board Members that the Petty Museum has opened the retail store.

Leslie Brown updated Board Members that they are working on an outdoor area to have scheduled concerts.

**XXIX. Adjourn – David Caughron**

A motion to adjourn the meeting was made by Luke Hollingsworth seconded by Marianne Rowe, and the motion was unanimously approved. The meeting was adjourned at 3:44 PM.

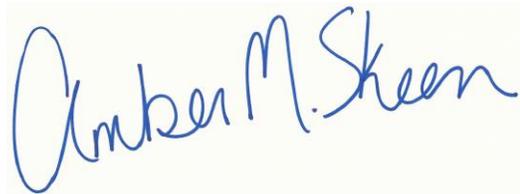
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**NORTH CAROLINA  
RANDOLPH COUNTY**

A handwritten signature in blue ink that reads "David Caughron". The signature is fluid and cursive, with the first name "David" and last name "Caughron" clearly distinguishable.

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**David Caughron, Chairman of the Board**

A handwritten signature in blue ink that reads "Amber M. Skeen". The signature is written in a cursive style on a light yellow background.

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