



Board of Directors Meeting Minutes

Wednesday, August 16, 2023, | 2 PM

Randolph County Tourism Development Authority
Phillip Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC

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, August 16, 2023, at the Randolph County Tourism Development Authority, Phillip Kemp Meeting Room, 500 Albemarle Rd Asheboro North Carolina.

II. Roll Call of Board Members – Amber M. Skeen, Clerk to the Board

Board Member Present IN PERSON: David Caughron, Chairman, Leslie Brown, Barbara Gallimore, Luke Hollingsworth, Ross Holt, Rebecca Petty Moffitt, and Diane Villa

Board Members Present by ZOOM: N/A

Board Members Absent: Amy Struble and Shawn Patel

Staff Members Present IN PERSON: Amber Scarlett, Executive Director; Amber Skeen, Clerk to the Board; Will Massie, Finance Officer; Annette Cagle, Director of Visitor Services & Information

Guests Present IN PERSON: Brian Clodfelter, Park Director with City of Archdale; Kenny Kidd, Randolph County Commissioner Liaison; Norah Parrish, Girl Sout Troop 13077; Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Susan Dosier, DK Communications Group

III. Request to Approve August 16, 2023, Agenda – David Caughron

A motion to approve the agenda for August 16, 2023, as presented, was made by Luke Hollingsworth, and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from June 21, 2023 - David Caughron

A motion to approve the Board of Directors Meeting minutes from June 21, 2023, as presented, was made by Diane Villa, and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #2

V. Presentation of Barkdale Park Agility Course Project at Creekside Park – Norah Parrish, Girl Sout Troop 13077

Parrish presented a PowerPoint about the Barkdale Park Agility Course Project at Creekside Park.

SEE ATTACHMENT #3

Brian Clodfelter, Park Director with the City of Archdale, spoke up and said Norah Parrish had done a fantastic job with this project and that the City of Archdale is excited to get started.

VI. Finance Reporting – Will Massie, Finance Director

- *Finance Report for Month-Ending June 30, 2023*
- *Finance Report for Month-Ending July 31, 2023*

Massie reviewed the year-to-date report on the revenues and expenditures for June 30 and July 31, 2023.

SEE ATTACHMENT #4-5

- *Request to Approve Budget Amendment #2024-01 & 02 & 03 & 04 & 05*

Massie reviewed budget amendment #2024-01, 02, and 03 as presented.

A motion to approve budget amendment #2024-01, 02, and 03 as presented was made by Ross Holt and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

SEE ATTACHMENT #6, 7, & 8

Massie reviewed budget amendment #2024-04 as presented. He also explained how this would clean up the Petty Project, and other donations would go through the City of Randleman.

A motion to approve budget amendment #2024-04, as presented, was made by Leslie Brown, and seconded by Diane Villa, and the motion was unanimously approved.

The TDA Board discussed repaying the original loan of \$60,000 to Bucky Jernigan. After the discussion, Rebecca Petty Moffitt motioned to pay the original loan back, and Luke Hollingsworth seconded the motion.

SEE ATTACHMENT #9

Massie reviewed budget amendment #2024-05 as presented.

A motion to approve budget amendment #2024-04, as presented, was made by Ross Holt and seconded by Leslie Brown, and the motion was unanimously approved.

SEE ATTACHMENT #10

VII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending June 30, 2023*
- *Hotel Data Report for Month-Ending July 31, 2023*

Scarlett reported on the hotel data report for June 30, 2023.

SEE ATTACHMENT #11

Scarlett reported that she had yet to receive the hotel data report for the month ending July 31, 2023, and that she will present this report at the next TDA Board Meeting.

- *Hotel Data Report for 2nd Quarter Ending June 30, 2023*

Scarlett reported on the hotel data report for the 2nd quarter ending June 30, 2023.

SEE ATTACHMENT #12

VIII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending June 30, 2023*

- *Attendance Data Comparison & Guest Registration Reports for Month-Ending July 31, 2023*

Cagle presented the attendance data comparison and guest registrant reports ending June 30th and July 31, 2023, noting significant increases over 2022 data.

SEE ATTACHMENT #13, 14, 15 & 16

- *Attendance Data Comparison Report for 2nd Quarter Ending June 30, 2023*

Cagle presented the attendance data comparison report for the 2nd quarter ending June 30, 2023.

SEE ATTACHMENT #17

Cagle also mentioned that the northbound Visitor Center hosted an event for National Chocolate Chip Cookie Day.

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

- *Public Relations Report for Month-Ending June 30, 2023*
- *Public Relations Report for Month-Ending July 31, 2023*

Dosier presented the June 30 and July 31, 2023, Public Relations Report.

SEE ATTACHMENT #18

X. Visual Advertisement Reporting – Richard Schoenberger, Manor House Creative

- *Advertising Report for Month-Ending June 30, 2023*
- *Advertising Report for Month-Ending July 31, 2023*

Schoenberger presented the Visual Advertisement report on June 30 and July 31, 2023.

SEE ATTACHMENT #19

XI. Executive Director Update – Amber Scarlett

Scarlett updated the TDA Board Members that the TDA hosted, along with the North Carolina Zoo, a Tourism Night at the Asheboro ZooKeepers Baseball game on July 22, 2023.

Scarlett also updated the TDA Board Members that the TDA had their Annual Staff Retreat, July 26th-28th.

Scarlett updated the TDA Board that Melody Varner, Annette Cagle, and herself conducted Travel Guide Intercept Studies on June 30, 2023, and July 10, 2023 at the Visitor Centers.

Scarlett updated the TDA Board that she and Doyle Craven attended the Archdale-Trinity Chamber of Commerce Business After Hours at Holly Ridge Golf Links on July 20th and Amber Skeen and Melody Varner attended the Asheboro/Randolph Chamber Business After Hours at Millstone Creek the same night.

Scarlett updated the TDA Board that Melody Varner attended the meet and greet for the new Randolph Community College President on July 25, 2023.

Scarlett updated the TDA Board that she attended the Millstone Creek Orchards Heart of NC Talent Showcase on August 5th and was on the judge's panel.

Scarlett updated the TDA Board that Annette Cagle and Melody Varner presented an overview for the Department of Social Services on August 9th.

Scarlett updated the TDA Board that she attended the City of Archdale Resource Team | Growth & Future tour on August 9th.

Scarlett updated the TDA Board that Melody Varner was a Randolph Community College Fall Convocation guest speaker on August 11th. She also attended in support.

Scarlett updated the TDA Board that she and Melody Varner helped host the Cookin' Cuttin' Up & Ceepin' It Real digital influencer during the Tea with Seagrove Potters Weekend on August 11th and 12th.

Scarlett updated the TDA Board that they had a few events that the TDA would attend next month. They include Melody Varner attending the North Carolina/Virginia/South Carolina Motorcoach Regional Meeting in Cherokee, NC, on August 22-25. She also updated them that the Visitor Centers would host a staff training meeting at Millstone Creek Orchards on August 22nd. And that some of the TDA staff will be attending the Asheboro Randolph Chamber Business After Hours event on August 24th at 105 Worth Street Event Center.

Scarlett also updated the TDA Board that she was happy to announce that the new Digital Content Coordinator would begin his role this week.

XII. Board Member Updates – David Caughron

Leslie Brown updated the TDA Board on some of the shows at the Liberty Showcase Theater.

Barbara Gallimore updated the TDA Board that downtown Asheboro hosted the Eagles Tribute Band a few weeks ago with over 5,500 people in attendance. She also let everyone know that all the downtown Asheboro crosswalks have zoo animal footprints now.

Diane Villa updated the TDA Board that the North Carolina Zoo visitor count is up for 2022, and they are swamped working on the 50th-anniversary events for 2024. She also invited everyone out on August 26th for the final visit with the flamingos. She asked everyone to wear pink.

Luke Hollingsworth updated the TDA Board that Holly Ridge Golf Links had been very busy with golf tournaments, and they are happy to announce they helped raise over \$30,000 for the Hospice Charity Classic.

Rebecca Petty Moffitt updated the TDA Board that the Petty Museum would host the Richard Petty Fan Club Convention on September 30th.

David Caughron updated that the TDA Board Randleman would host the 10th Annual North Carolina Food Truck State Championship on September 9th. He also updated everyone that the Randleman NASCAR Day Festival would be held on September 30th.

Ross Holt updated the TDA Board that Sunset Theatre would host Kyle Petty for the Sunset Signature Series on September 9th. He also invited everyone to Seagrove Public Library to celebrate 50 years. The event will be from 12-3 PM. Holt would also like to thank Richard Schoenberger with Manor House Creative for all the help with the Sunset Signature Series poster and postcards.

XIII. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be September 20, 2023.

A motion to adjourn the TDA Board Meeting on Wednesday, August 16, 2023, was made by Luke Hollingsworth and was seconded by Ross Holt, and the motion was unanimously approved. The meeting was adjourned at 3:25 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board