



Board of Directors Meeting Minutes

Wednesday, August 17, 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, August 17, 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, Leslie Brown*, Ross Holt, Barbara Gallimore, Luke Hollingsworth, Rebecca Petty Moffitt, Shawn Patel

Board Members Present by ZOOM: N/A

Board Members Absent: Pam Brown and Diane Villa

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

Guests Present IN PERSON: Dennis Garcia, General Manager with ZooKeepers Baseball; Melissa Godwin, General Manager/ Director of Baseball Operations ZooKeepers Baseball; Larry Penkava, Randolph Hub; Ronnie Pugh, Head Coach with ZooKeepers Baseball; Richard Schoenberger, Manor House Graphics; Kenny Kidd, Randolph County Commissioner Liaison

Guest Present by ZOOM: Susan Dosier, DK Communications Group

**TDA Board Member entered Board meeting.*

III. Request to Approve August 17, 2022, Agenda – David Caughron

A motion to approve the agenda for August 17, 2022, as presented was made by Luke Hollingsworth and seconded by Ross Holt and the motion was unanimously approved.

IV. Request to Approve Board of Directors Meeting Minutes from June 15, 2022 – David Caughron

A motion to approve the Board of Directors Meeting Minutes from June 15, 2022, as presented was made by Rebecca Petty Moffitt and seconded by Barbara Gallimore and the motion was unanimously approved.

SEE ATTACHMENT #1

V. Update on ZooKeeper Baseball & American Legion Tournament – Dennis Garcia, General Manager for ZooKeeper Baseball

Garcia updated the TDA Board on the 2022 ZooKeepers Baseball season. He also wanted to let everyone know that the American Legion Tournament was a great success this year and thanked the TDA for their support. He introduced Melissa Godwin and welcomed her to the ZooKeepers Team.

Ronnie Pugh offered remarks of appreciation to the TDA board and staff for the continued support and marketing opportunities throughout the years.

VI. Finance Reporting – Suzanne Dale

- **Finance Report for Month Ending June 30th & July 31st**

Dale reviewed the year-to-date reports on the revenues and expenditures for the months ending June 30th and July 31st.

SEE ATTACHMENT # 2 & 3

- **Request for Approval of Budget Amendments #2023_01, 02, 03 & 04**

A motion to request to approve Budget Amendments # 2023_01, 02, 03 & 04 as presented was made by Ross Holt and seconded by Shawn Patel and the motion was unanimously approved.

SEE ATTACHMENT # 4,5,6 & 7

VII. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Month Endings May 31st & June 30th**

Scarlett presented the hotel data report for months ending May 31st & June 30th.

SEE ATTACHMENT # 8 & 9

- **Second-Quarter Hotel Data Report Ending June 30, 2022**
Scarlett presented the second-quarter hotel data report ending June 30, 2022.
SEE ATTACHMENT #10

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

- **Attendance Data Comparison & Guest Registrant Reports for Months Ending June 30th & July 31st**

Skeen presented Visitor Centers Data Reports for the months ending June 30 & July 31, 2022.

SEE ATTACHMENT # 11, 12, 13 & 14

- **Second-Quarter Attendance Data Comparison Report Ending June 30, 2022**

Skeen presented the second-quarter attendance data comparison report ending June 30, 2022.

SEE ATTACHMENT # 15

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

Dosier presented the Public Relations Report for the months ending June 30 & July 31, 2022.

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

Schoenberger presented the Visual Advertising Report for the months ending June 30 & July 31, 2022.

SEE ATTACHMENT # 16

XI. Board Member Updates – David Caughron

Leslie Brown updated TDA Board Members that shows will start back this coming up weekend and they have several shows planned for the winter and fall.

Barbara Gallimore updated TDA Board Members that Downtown Asheboro was doing great! The final Friday Rockin' the Park concert will be held this weekend along with two remaining Summer Concerts at Bicentennial Park on Sunday evenings.

Ross Holt updated TDA Board Members that the Sunset Signature Series would start back up this October with one show and then back in Spring of 2023.

Shawn Patel updated TDA Board Members that hotel numbers are starting to get back to normal and business is picking up.

Rebecca Petty Moffitt updated TDA Board Members that the Petty Museum would be participating in The Moonshine Run this weekend.

Luke Hollingsworth updated TDA Board Members that the golf course is doing great with the renovations and addition of the golf simulators. Several events are planned for the upcoming fall season.

XII. Adjourn – David Caughron

A motion to adjourn the TDA Board Meeting on Wednesday, August 17, 2022, was made by Rebecca Petty Moffitt and was seconded by Leslie Brown, and the motion was unanimously approved. The meeting was adjourned at 3:17 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board