



Board of Directors Meeting Minutes August 19, 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, August 19, 2020, at the Liberty Showcase Theater in Liberty, North Carolina.

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

Board Members: David Caughron, Chairman; Rebecca Petty Moffitt, Vice-Chair; Leslie Brown; Ross Holt; Luke Hollingsworth; and Shawn Patel

Board Members Absent: Diane Villa

Board Members Present by Phone: Barbara Gallimore

Staff Members: Suzanne Dale, Finance Officer; Myra Hoover, Director of Visitor Services & Information; Amber Scarlett, Executive Director; and Amber Renee Skeen, Clerk to the Board

Guests: Mary Joan Pugh, Trails/Natural Heritage Coordinator Randolph County

III. Request to Approve August 19, 2020, Agenda – David Caughron

Caughron asked if there were any additions or corrections to today's agenda.

A motion to approve the August 19, 2020 Agenda as presented was made by Ross Holt and seconded by Luke Hollingsworth and the motion was unanimously approved.

IV. Request to Approve Board of Director's Meeting Minutes for June 24, 2020 – David Caughron

A motion to approve the Board of Director's meeting minutes from June 24, 2020, as presented was made by Shawn Patel and seconded by Leslie Brown; and the motion was unanimously approved.

V. Updated on Letter of Support for Randleman Deep River Greenway Phase III – Amber Scarlett, Executive Director

Scarlett updated TDA Board Members that she submitted a letter of support for the Randleman Deep River Greenway Phase III to the North Carolina Trails – Recreational Trail Program.

SEE ATTACHMENT # 1

VI. Update on Deep River State Trail Project – Mary Joan Pugh, Trails/Natural Heritage Coordinator

Pugh updated TDA Board Members on the Deep River State Trail Project. She presented a PowerPoint that highlighted different parts of the trail, grant projects, and updated events.

VII. Finance Reporting Suzanne Dale, Finance Officer

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

Dale reviewed the year-to-date report on the revenues and expenditures, and analysis of net collections of occupancy tax for the months ending June 30th & July 31st, 2020.

SEE ATTACHMENT #2 & 3

- **Budget Amendment**

A motion to approve budget amendments #2021-01,02 & 03 as presented was made by Ross Holt and seconded by Rebecca Petty Moffitt and the motion was unanimously approved.

SEE ATTACHMENT #4, 5, & 6

VIII. Hotel Data Reporting – Amber Scarlett

- Scarlett presented the Hotel Data Report for months-ending June 30th & July 31st, 2020.

SEE ATTACHMENT #7 & 8

- Scarlett presented the second quarter Hotel Data Report ending July 30, 2020.

SEE ATTACHMENT #9

IX. I-73/74 Visitor Centers Data Reporting– Myra Hoover

- Hoover presented Visitor Centers Data Report for months-ending June 30th and July 31, 2020.
SEE ATTACHMENT #10, 11, 12 & 13
- Hoover presented second quarter Visitor Center Data reporting ending report for June 30, 2020
SEE ATTACHMENT #14

X. Public Relations Reporting– Amber Scarlett

Scarlett presented the Public Relations Report for months-ending June 30th and July 31, 2020.

SEE ATTACHMENT #15 & 16

XI. Update on COVID-19 Pandemic Operations – Amber Scarlett

Scarlett updated Board Members that Randolph County was awarded \$2.5 million in CARES Act monies and the TDA was eligible to submit a request for assistance with PPE items for the Heart of NC Visitors Bureau office and also eligible for financial assistance to hosting travel writers that will focus on safety protocols and measures in place at area attractions, accommodations, and dining establishments. She has three journalists scheduled for late September. Two from Raleigh and one from Charlotte (our key feeder markets). The amount granted to the TDA for this project was \$3500.

Scarlett updated Board Members that North Carolina Commerce is offering \$15 million in grants but upon reviewing the guidelines, the TDA is not eligible because we were not able to maintain 90% of our full-time employees during March – June.

Scarlett updated Board Members that upon review of the TDA contract with NCDOT to operate the I-73/74 Visitor Centers both the Northbound and Southbound Visitor Centers will reopen six days a week beginning September 1, continue with closures on Tuesdays of each week.

Scarlett updated Board Members that Sarah Testerman, Tourism Marketing Coordinator has resigned from her position to return to school. Her duties have been absorbed by Amber Renee' and herself, along with Susan Dosier of DK Communications Group.

Scarlett updated Board Members that they have hired Jean Vollrath as a part-time employee at the Visitor Centers. Jean began work on August 1st. Jean is employed part-time with United Way of Randolph County. Her administrative skills and detail orientation are going to be extremely valuable in the months ahead as we produce our annual travel guide and update our website.

XII. Board Member Updates – David Caughron

Rebecca Petty Moffitt updated Board Members that Petty Fest is scheduled for August 29th.

Ross Holt updated Board Members that Sunset Signature Series has been postponed to 2021.

David Caughron updated Board Members that the 22nd Hospice Golf Tournament had record numbers in attendance, an overall great weekend.

Leslie Brown updated Board Members that they are doing online music performances and utilizing their outdoor venue due to COVID-19 restrictions.

XIII. Adjourn – David Caughron

A motion to adjourn the meeting was made by Rebecca Petty Moffitt seconded by Luke Hollingsworth, and the motion was unanimously approved. The meeting was adjourned at 3:13 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board