



Board of Directors Meeting Minutes

Wednesday, September 20, 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, September 20, 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, Barbara Gallimore, Luke Hollingsworth, Ross Holt, Rebecca Petty Moffitt

Board Members Present by ZOOM: Leslie Brown and Amy Struble

Board Members Absent: Shawn Patel and Diane Villa

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

Guests Present IN PERSON: Kenny Kidd, Randolph County Commissioner Liaison; Larry Penkava, The Randolph Hub; Ronnie Pugh, Asheboro Zookeepers; Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Susan Dosier, DK Communications Group

III. Request to Approve September 20, 2023, Agenda – David Caughron

Caughron asked to move Susan Dosier with DK Communications up on the agenda due to Dosier having another meeting to attend.

A motion to approve the agenda for August 16, 2023, with changes, was made by Rebecca Petty Moffitt and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #1

IV. Public Relations Reporting – Susan Dosier, DK Communication
• *Public Relations Report for Month-Ending August 31, 2023*

Dosier presented the August 31, 2023, Public Relations Report.

SEE ATTACHMENT #2

V. Request to Approve Board of Directors Meeting Minutes from August 16, 2023 - David Caughron

A motion to approve the Board of Directors Meeting minutes from August 16, 2023, as presented, was made by Ross Holt, and seconded by Barbara Gallimore, and the motion was unanimously approved.

SEE ATTACHMENT #3

VI. Update from Asheboro Zookeepers Baseball & American Legion Tournament 2023 – Ronnie Pugh, Owner

Pugh updated the TDA Board that the Asheboro Zookeepers Baseball and the American Legion Tournament could not be possible without the TDA. He wanted to thank everyone for their help. He updated everyone on the progress of the baseball facility. He hoped the area would be fully complete by the next Zookeepers season. Pugh also informed everyone that he has been working with the America Legion Tournament officials on securing the facility in Asheboro for the next two years.

VII. Finance Reporting – Will Massie, Finance Director

- *Finance Report for Month-Ending August 31, 2023*

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

SEE ATTACHMENT #4

- *Request to Approve Budget Amendment #2024-06*

Massie reviewed budget amendment #2024-06.

A motion to approve budget amendment #2024-06, as presented, was made by Rebecca Petty Moffitt, and seconded by Luke Hollingsworth, and the motion was unanimously approved.

SEE ATTACHMENT #5

VIII. Hotel Data Reporting – Amber Scarlett, Executive Director

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

Scarlett reported on the July 31 and August 31, 2023, hotel data report.

SEE ATTACHMENT #6 & 7

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

- *Attendance Data Comparison & Guest Registrant Reports for Month-Ending August 31, 2023.*

Cagle presented the attendance data comparison and guest registrant report ending August 31, 2023, noting significant increases over 2022 data.

SEE ATTACHMENT #8 & 9

Cagle also mentioned to the TDA Board that the Visitor Centers hosted National Grandparents' Day on September 10th by distributing seed packets to grandparents.

Cagle also updated the TDA Board that the TDA and VC would host Operation Thank You on October 24th. Annette Cagle is preparing T-shirts, catered food, and goody bag items for this event. This event would be at the TDA office to encourage county-wide participation from our first responders.

Cagle updated the TDA Board that the most recent Visitor Centers Quarterly Staff Meeting was held at Millstone Creek Orchard, and it was a successful meeting with grief counseling from Asheboro Counseling & Wellness Center, along with a farm tour. She explained how the 4th Quarterly Staff Meeting would be held in November at Linbrook Heritage Estate.

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

- *Advertising Report for Month-Ending August 31, 2023*

Schoenberger presented the Visual Advertisement report on August 31, 2023.

SEE ATTACHMENT #10

XI. Executive Director Update – Amber Scarlett

Scarlett updated the TDA Board that the TDA wrapped up their Pumpkin Spice Tour on Friday, with multiple media and digital influencers visiting Randolph County. She explained how they had a great group and hoped they would return for even more content. She explained how they focused on Archdale the first afternoon, headed to Seagrove and Ramseur the second day, and had a finale on the ZooFari at the North Carolina Zoo.

Scarlett informed the TDA Board that she was asked to attend and speak at the Liberty Chamber Fall Dinner on September 21st.

Scarlett updated the TDA Board that the TDA would set up a table on September 23rd at Creekside Park for the latest trail opening on the Greenway Loop.

Scarlett was happy to announce that the TDA would host an additional media tour on September 23 & 24, 2023. She explained how this tour would focus on the Seagrove Pottery community with an international media guest through VisitNC promotions of the Blue Ridge Crafts Trail and Rick Sullivan from PBS North Carolina.

Scarlett updated the Executive Committee that the Marketing Team has been involved in two to three weekly website development meetings as we gather data from our current site and get training on our developing site. TDA hopes to have this launch in the second quarter of 2024.

Scarlett also updated the Executive Committee that the Leadership team and David Caughron will attend the Elected Officials Picnic on Thursday, September 28th, in Franklinville at Deep River.

Scarlett explained to the Executive Committee that the Fall Season kicks off festive time and how the TDA team would attempt to visit each one on our calendar in the coming weeks.

Scarlett updated the Executive Committee that the TDA would be a sponsor of the Asheboro/Randolph Chamber of Commerce's Friday night dinner during their annual retreat and will be a part of the presentation on Tourism with Downtown Asheboro Inc., the North Carolina Zoo, and the City of Asheboro. The retreat will be in Myrtle Beach on October 12 – 14. She told them she would take Annette Cagle, Melody Varner, and Wes Alexander this year.

Scarlett also updated the Executive Committee that she would contact Crystal Carpenter, Randolph County Maintenance Department, to see the next steps in paying for the Trinity NC DOT Signage Project with NCDOT.

XII. Board Member Updates – David Caughron

Leslie Brown updated the TDA Board on the following few shows that were sold out, and The Liberty Theater was very busy.

Amy Struble wanted to thank all the TDA Board Members and Staff for the card and gift card. She informs everyone that she hopes to return to work next week. She said the hotel numbers looked down slightly from Labor Day Weekend, but October seems good with High Point Furniture Market guests returning for Fall market.

Barbara Gallimore updated the TDA Board that on Friday, September 29th, Downtown Asheboro Inc would be hosting the final Friday Rock'n the Park this season featuring Natural Wonder - Stevie Wonder Tribute in the Bicentennial Park. She reminded everyone that the Asheboro Fall Festival is on Saturday, October 7th, a one day event this year.

Ross Holt updated the TDA Board on the Kyle Petty, Sunset Signature Series event at the Sunset Theatre last Saturday night and how great of an event it was. He also updated everyone that Sunset Theatre would host RhinoLeap Productions filmed version of Company K: From Asheboro to the Fields of France Film Premier on November 11th at 7:30 pm.

Rebecca Petty Moffitt updated the TDA Board of the Petty Fish Fry on September 29th and then, on Saturday, September 30th, the FAN Club Car Show in conjunction with NASCAR Day Festival in downtown Randleman.

Luke Hollingsworth updated the TDA Board that Holly Ridge Golf Links Lady Golf Club was filled up and that this should be an excellent event for the Archdale-Trinity Chamber of Commerce. He explained how the golf course has been jam-packed the past few weeks. He also informed everyone that the Archdale-Trinity Chamber of Commerce would host the TOT Tournament at Holly Ridge Golf Links on September 30th.

David Caughron updated the TDA Board that Randleman would host NASCAR Day Festival on September 30th.

XIII. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be October 18, 2023.

A motion to adjourn the TDA Board Meeting on Wednesday, September 20, 2023, was made by Ross Holt and was seconded by Rebecca Petty Moffitt, and the motion was unanimously approved. The meeting was adjourned at 3:07 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board