



# Board of Directors Meeting Minutes

## Wednesday, September 21, 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, September 21, 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\*, Pam Brown, Ross Holt, Barbara Gallimore\*, Luke Hollingsworth, Rebecca Petty Moffitt, Diane Villa\*

**Board Members Present by ZOOM:** N/A

**Board Members Absent:** Shawn Patel

**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

**Guests Present IN PERSON:** Richard Schoenberger, Manor House Graphics; Kenny Kidd, Randolph County Commissioner Liaison

**Guest Present by ZOOM:** N/A

*\*TDA Board Member entered Board meeting.*

### III. Request to Approve September 21, 2022, Agenda – David Caughron

A motion to approve the agenda for September 21, 2022, as presented, was made by Ross Holt and seconded by Luke Hollingsworth, and the motion was unanimously approved.

*Barbara Gallimore and Diane Villa entered the Board meeting.*

**IV. Request to Approve Board of Directors Meeting Minutes from August 17, 2022 – David Caughron**

A motion to approve the Board of Directors Meeting Minutes from August 17, 2022, as presented, was made by Rebecca Petty Moffitt and seconded by Luke Hollingsworth, and the motion was unanimously approved.

**SEE ATTACHMENT # 1**

**V. Finance Reporting – Suzanne Dale**

- **Finance Report for the Month Ending August 31, 2022**

Dale reviewed the year-to-date reports on the revenues and expenditures for the month ending August 31, 2022.

**SEE ATTACHMENT # 2**

- **Request for Approval of Budget Amendments #2023\_05**

A motion to request to approve Budget Amendments # 2023\_05, as presented, was made by Luke Hollingsworth and seconded by Ross Holt, and the motion was unanimously approved.

**SEE ATTACHMENT # 3**

**VI. Hotel Data Reporting – Amber Scarlett**

- **Hotel Data Report for Months Ending July 31 & August 31**

Scarlett presented the hotel data report for the months ending July 31 & August 31

**SEE ATTACHMENT #4 & 5**

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

- **Attendance Data Comparison & Guest Registrant Reports for the Month Ending August 31**

Skeen presented Visitor Centers Data Reports for the month ending August 31, 2022.

**SEE ATTACHMENT # 6 & 7**

Annette Cagle, Director of Visitor Services & Information, updated TDA Board that on October 6, the Visitor Centers would be hosting Operation Thank You. She

explained how this event was for first responders and law enforcement in our county.

**VIII. Public Relations Report – Amber Scarlett**

Scarlett presented the Public Relations Report for the month ending August 31, 2022.

**SEE ATTACHMENT # 8, 9 & 10**

**IX. Manor House Graphics Visual Advertising Reporting – Richard Schoenberger, Manor House Graphics**

Schoenberger presented the Visual Advertising Report for the month ending August 31, 2022.

**SEE ATTACHMENT # 11**

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

David Caughron updated TDA Board Members that he had attended the Randleman Chamber of Commerce Draw Down event and that it was well attended, and he had a great time.

Luke Hollingsworth updated TDA Board Members that Holly Ridge Golf Links will be hosting the Tot Golf Tournament on October 1 & 2.

Barbara Gallimore updated TDA Board that on October 1 & 2, the Asheboro Fall Festival would be held downtown.

Leslie Brown updated TDA Board Members that The Liberty Showcase Theater would be hosting John Anderson on September 30<sup>th</sup>.

Pam Brown updated TDA Board Members that the Archdale area hotels are very busy. They are almost sold out for Family Weekend for High Point University and the fall High Point Furniture Market event.

Ross Holt updated TDA Board Members that the Sunset Signature Series would host Robert Burke Warren & Casey Noel on October 22, 2022 – this FREE event is a return to a hiatus due to COVID restrictions.

Diane Villa updated TDA Board Members that the North Carolina Zoo has plans to receive two electric buses for the park.

Rebecca Petty Moffitt updated TDA Board Members that the Petty Museum would host an event in October and December.

**XI. Adjourn – David Caughron**

A motion to adjourn the TDA Board Meeting on Wednesday, September 21, 2022, was made by Luke Hollingsworth and was seconded by Rebecca Petty Moffitt, and the motion was unanimously approved. The meeting was adjourned at 2:51 PM.

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**NORTH CAROLINA  
RANDOLPH COUNTY**



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**David Caughron, Chairman**



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