



Board of Directors Meeting Minutes

Wednesday, October 18, 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, October 18, 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, Ross Holt, Shawn Patel, Amy Struble, and Diane Villa

Board Members Absent: Luke Hollingsworth and Rebecca Petty Moffitt

Staff Members Present IN PERSON: 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; Mary Joan Pugh, Trails/Natural Heritage Coordinator for Randolph County; Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Susan Dosier, DK Communications Group

III. Request to Approve October 18, 2023, Agenda – David Caughron

A motion to approve the agenda for October 18, 2023, as presented, was made by Ross Holt, and seconded by Barbara Gallimore, and the motion was unanimously approved.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from September 20, 2023 - David Caughron

A motion to approve the Board of Directors Meeting minutes from September 20, 2023, as presented, was made by Barbara Gallimore, and seconded by Leslie Brown, and the motion was unanimously approved.

SEE ATTACHMENT #2

V. Update on Randolph County Tourism Development Authority Board Reappointment – Amber Scarlett, Executive Director

Scarlett updated the TDA Board Members that David Caughron, Leslie Brown, and Diane Villa were all reappointed to the TDA Board Members by the Randolph County Commissioners in October. These three board members will serve a three-year term.

VI. Update on Randolph County Trails, Mary Joan Pugh, Trails/Natural Heritage Coordinator for Randolph County

Pugh updated the TDA Board on the trails in Randolph County.

SEE ATTACHMENT #3

VII. Finance Reporting – Will Massie, Finance Director

- *Finance Report for Month-Ending September 30, 2023*

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

SEE ATTACHMENT #4

VIII. Hotel Data Reporting – Amber Scarlett, Executive Director

- *Hotel Data Report for Month-Ending September 30, 2023*

Scarlett reported that she had not received the September Hotel Data Report and that we would need to table this until the November TDA Board Meeting.

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

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

Cagle presented the attendance data comparison and guest registrant report ending September 30, 2023, noting significant increases over 2022 data.

SEE ATTACHMENT #5 & 6

X. Public Relations Reporting – Susan Dosier, DK Communication

- *Public Relations Report for Month-Ending September 30, 2023*

Dosier presented the September 30, 2023 public relations report.

SEE ATTACHMENT #7

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

- *Advertising Report for Month-Ending September 30, 2023*

Schoenberger presented the September 30, 2023 visual advertisement report.

SEE ATTACHMENT #8

XII. Executive Director Update – Amber Scarlett

Scarlett updated the TDA Board that Wes Alexander attended the Liberty Antiques Festival on September 29th.

Scarlett updated the TDA Board that she attended the NC Aviation Museum Fly on Saturday, September 30, 2023.

Scarlett updated the TDA Board that she, Melody Varner, and Wes Alexander attended the Asheboro/Randolph Chamber of Commerce Annual Retreat on October 12 – 14, 2023 and presented a tourism update.

Scarlett updated TDA Board Members that Wes Alexander and Annette Cagle would be attending the Asheboro/Randolph Chamber of Commerce Business After Hours – Downtown Asheboro event on October 20th.

Scarlett also updated TDA Board Members that she and Annette Cagle will attend the Great Trails State Day & Creekside Park Loop Event on Saturday, October 21, 2023.

Scarlett updated TDA Board Members that the TDA will host the Operation Thank You Event on October 24th. They had a drive-through for the first responders of Randolph County, where they picked up t-shirts, goodies, and boxed lunch.

Scarlett also updated TDA Board Members that the TDA is in the process of contracting with NCDOT for the replacement signage for the City of Trinity’s “Welcome to the Heart of NC” sign.

XIII. Board Member Updates – David Caughron

Ross Holt updated TDA Board Members that the Sunset Signature Series would host the Company K movie event on November 11th at 7 pm.

Barbara Gallimore updated TDA Board Members that downtown Asheboro just had the Asheboro Fall Festival and that it was a great event for downtown Asheboro. She also updated them on how downtown Asheboro is working on Christmas events for December.

Amy Struble updated TDA Board Members that hotel numbers were substantial during the High Point Furniture Market.

Shawn Patel updated TDA Board Members that hotel numbers were substantial also for Asheboro Fall Festival and the High Point Furniture Market.

Leslie Brown updated TDA Board Members that The Liberty Showcase will present T Graham Brown on November 3rd.

Diane Villa updated TDA Board Members that the North Carolina Zoo is very busy planning for the 50th anniversary. They are also hosting Boo at the Zoo for the next two weekends. She also updated TDA Board Members that the North Carolina Zoo is working on a new website, and they hope to have that up and running soon.

XIV. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be November 15th.

A motion to adjourn the TDA Board Meeting on Wednesday, October 18, 2023, was made by Leslie Brown and was seconded by Diane Villa, and the motion was unanimously approved. The meeting was adjourned at 3:19 p.m.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board