



Board of Directors Meeting Minutes October 28, 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, October 28, 2020, 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 Members: David Caughron, Chairman; Rebecca Petty Moffitt, Vice-Chair; Leslie Brown*; Barbara Gallimore*; Ross Holt; Luke Hollingsworth; Shawn Patel; Diane Villa

Board Members Absent:

Board Members Present by Phone:

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

** Board Member entered TDA Board Meeting*

III. Request to Approve October 28, 2020, Agenda – David Caughron

Caughron asks if we could go into a closed session at the close of the agenda today.

A motion to approve October 28, 2020, with the addition that we move into close session at the end of the meeting was made by Rebecca Petty Moffitt and seconded by Ross Holt and the motion was unanimously approved.

IV. Request to Approve Board of Director’s Meeting Minutes for August 19, 2020 – David Caughron

A motion to approve the Board of Director’s meeting minutes from August 19, 2020, as presented was made by Luke Hollingsworth and seconded by Diane Villa; and the motion was unanimously approved.

**Leslie Brown entered Board Meeting.*

V. Update on Reappointment for TDA Board of Directors – Amber Scarlett, Executive Director

Scarlett updated Board Members that Leslie Brown, David Caughron, Barbara Gallimore, and Diane Villa were all reappointed for a three-year term by the Randolph County Board of Commissioners during their September 8, 2020 board meeting.

VI. Update on I73/74 Visitor Centers Staff – Amber M. Skeen, Director of Office Administration

Skeen updated TDA Board Members that they were in the final steps of invites and hope to have the last person hired for the Visitor Centers by Friday.

VII. Presentation of the 2019 Annual Report – Amber Scarlett

**Barbara entered Board Meeting.*

Scarlett presented the 2019 Annual Report to the TDA Board.
SEE ATTACHMENT #1

VIII. Finance Reporting – Amber M. Skeen

- **Finance Report for Month-Ending August 31 & September 30, 2020**

Skeen reviewed the year-to-date report on the revenues and expenditures, and analysis of net collections of occupancy tax for the months ending August 31 & September 30, 2020

SEE ATTACHMENT #2 & 3

IX. Hotel Data Reporting – Amber Scarlett

- Scarlett presented the Hotel Data Report for months-ending August 31 & September 30, 2020

SEE ATTACHMENT #4 & 5

- Scarlett presented the third quarter Hotel Data Report.
SEE ATTACHMENT #6

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

- Skeen presented Visitor Centers Data Report for months-ending August 31 & September 30, 2020
SEE ATTACHMENT #7,8,9 & 10

XI. Public Relations Reporting– Amber Scarlett

Scarlett presented the Public Relations Report for months-ending August 31 & September 30, 2020
SEE ATTACHMENT #11 & 12

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

Scarlett updated Board Members that the TDA did receive some CARES Act Monies from Randolph County for COVID safe travel stories. Some of the Travel Writers that the TDA would be hosting would be Cece Moreno with Food Diary of a City Girl from Raleigh, NC, Matt Lardie with Eater.com & School of Home also from Raleigh, NC and Heidi Billotto with HeidiBillottoFood.com from Charlotte, NC and Mikkel Paige with Sometimes Home blog.

Scarlett also is working on the Visit NC Tourism Grant Program. She has applied for this grant and is waiting for approval soon.

XIII. Board Member Updates – David Caughron

Diane Villa updated Board Members that this weekend was a big weekend for the North Carolina Zoo as they are going to be airing the new “Secrets of the Zoo: North Carolina” on Nat Geo WILD.

Luke Hollingsworth updated Board Members that the golf course is still very busy and things are going great.

Barbara Gallimore wanted to be invited everyone out this Saturday from 11 am to 3 pm for lunch downtown. She explained how Sunset Ave. would be closed and the local business would be adding tables to the streets for people to eat at.

Ross Holt updated Board Members that the Library was still closed but they are doing cub side services.

Rebecca Petty Moffitt updated Board Members that they would be hosting the Moonshine Run this Saturday.

David Caughron updated Board Members that the Hospice House would be hosting an online auction this year.

XIV. CLOSED SESSION

A motion to move into a closed session was made by Rebecca Petty Moffitt and seconded by Ross Holt.

XV. Adjourn – David Caughron

A motion to adjourn the meeting was made by Ross Holt seconded by Luke Hollingsworth, and the motion was unanimously approved. The meeting was adjourned at 3:26 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board