



# Board of Directors Meeting Minutes

## Wednesday, December 13, 2023, | 1 PM

Millikan Farms | 3983 Millikan Road | Sophia, NC 27350

### I. Call to Order – David Caughron, Chairman

The Randolph County Tourism Development Authority Board of Directors meeting was called to order by Chairman David Caughron at 1:00 PM on Wednesday, December 13, 2023, following the TDA December Annual Awards Presentation & Luncheon.

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

**Board Member Present IN PERSON:** David Caughron, Chairman; Leslie Brown, Luke Hollingsworth, Ross Holt, Rebecca Petty Moffitt, and Amy Struble

**Board Members Absent:** Barbara Gallimore, Shawn Patel, and Diane Villa

**Staff Members Present IN PERSON:** Wes Alexander, Digital Content Coordinator; Annette Cagle, Director of Visitor Services and Information; Doyle Craven, Tourism Services Coordinator; Will Massie, Finance Officer; Amber Scarlett, Executive Director; Amber Skeen, Director of Office Administration/Clerk to the Board; and Melody Varner, Tourism Marketing Coordinator

**Guests Present IN PERSON:** Susan Dosier, DK Communications Group; Kenny Kidd, Randolph County Commissioner Liaison; Larry Penkava, The Randolph Hub; and Richard Schoenberger, Manor House Creative

### III. Request to Approve Consent Agenda – David Caughron

- Request to Approve December 13, 2023, Agenda
- Request to Approve Board of Directors Meeting Minutes from November 15, 2023
- Request for Approval of Budget Amendment #2024\_07
- Hotel Data Report for Month-Ending October 31, 2023
- Attendance Data Comparison & Guest Registrant Report for November 30, 2023
- Public Relations Report for Month-Ending November 30, 2023
- Advertising Report for Month-Ending November 30, 2023
- Finance Report for Month-Ending November 30, 2023

Amber Skeen updated the TDA Board Members that for Budget Amendment #2027-07, the TDA would like to move \$40,000 from the fund balance to cover \$5,000 in Travel in Operating Costs explaining that being fully staffed travel needs have increased with various meetings and day to day travel. The TDA would also like to move \$5,000 into Postage - Marketing to cover the cost of mailing travel guides to potential visitors. They would also move another \$5,000 into Sponsorships to fund sponsorship opportunities throughout Randolph County and another \$5,000 in Promotional Materials for items needed for events in Randolph County. Then, the TDA would like to put \$4,000 into Advertising to help support our attractions in Randolph County. Then, \$16,000 will be placed into Brochures to aid the purchase of the quantity of 75,000 order of the 2024 Randolph County Travel Guide.

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

**SEE ATTACHMENT #1 - 9**

**IV. Presentation of 2022 Annual Report – Amber Scarlett, Executive Director**

Scarlett presented the 2022 Annual Report to the TDA Board Members.

**SEE ATTACHMENT #10**

**V. 2024 Calendar Year Committee Appointments – David Caughron**

Caughron reviewed the 2024 Calendar Year committee Appointments for the TDA Board Members.

**SEE ATTACHMENT #11**

**VI. Board of Directors Meeting Schedule for 2024 – David Caughron**

Caughron reviewed the 2024 TDA Board Meeting Schedule.

**SEE ATTACHMENT #12 -13**

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

David Caughron would like to thank all the TDA and VC Staff for all their hard work over the past year.

Ross Holt updated TDA Board Members that “How the Grinch Stole Christmas” was a major event.

Amy Struble updated the TDA Board Members that business travel was still strong.

Leslie Brown updated the TDA Board Members that The Liberty Showcase presents Jerry Allison’s Annual Christmas Show on Saturday night, December 16<sup>th</sup>, at 7 pm.

Rebecca Petty Moffitt updated the TDA Board Members that Petty’s Garage hosted Petty’s Garage Christmas Cruise-In last Saturday.

Luke Hollingsworth updated the TDA Board Members that The Bunker Lounge has been booked with Christmas corporate events and parties.

**VIII. Adjourn – David Caughron**

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be January 24, 2024.

A motion to adjourn the TDA Board Meeting on Wednesday, December 13, 2023, was made by Rebecca Petty Moffitt and was seconded by Luke Hollingsworth, and the motion was unanimously approved. The meeting was adjourned at 1:33 p.m.

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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 TDA Board**