



Board of Directors Meeting Minutes

Wednesday, December 14, 2022, | 12 NOON

Luke Comer Lail Center
798 NC HWY 705 E | Seagrove, North Carolina 27341

12 Noon – 12:30 PM

Lunch

12:30 PM

Amber Scarlett, Executive Director, welcomed everyone to the 2022 Annual Awards Luncheon and TDA Board Meeting.

Benita McNeill, Visitor Center Staff member offered an invocation.

Scarlett introduced TDA Board Members, Elected Officials, past TDA Board Members, TDA Staff, and Visitor Centers Staff.

David Caughron, Chairman of the TDA Board, gave a presentation on the past 25 years with the TDA. He also presented Amber Scarlett with a 15-year service award.

Amber Scarlett and Annette Cagle, Director of Visitor Services & Information, presented the 2022 Hospitality Hero Award to Visitor Center Staff member, Kenneth Broadway.

Amber Scarlett and Susan Dosier, with DK Communications Group, presented the 2022 Mary Joan Pugh Excellence in Hospitality Award to the Seagrove Pottery Community – several members of the community were present to accept the award and the award will be displayed at the Northbound Visitor Center.

Richard Schoenberger with Manor House Graphics revealed the 2023 Randolph County Travel Guide cover art – recognizing the TDA's 25th Anniversary and celebrating 2023 as The Year of the Trail.

Guests:

Kathy Bryant, Carolina Crockery
Susan Dosier, DK Communications Group
David Fernandez, Mayor of Seagrove & Seagrove Stoneware
Darrell Frye, Randolph County Commissioner
Hope Haywood, Randolph County Commissioner
Pam Kennedy, Uwharrie Crystalline Pottery
William Kennedy, Uwharrie Crystalline Pottery
Amy Kernodle, The Liberty Showcase Theater
Kenny Kidd, Randolph County Commissioner
Mary Holmes, From the Ground Up Pottery
Michael Mahan, From the Ground Up Pottery
Will Massie, Randolph County Finance
Eck McCanless, McCanless Pottery
Rhonda McCanless, McCanless Pottery
Maxton McDowell, Randolph County Commissioner
Alexa Modderno, Seagrove Stoneware
Larry Penkava, Randolph Hub
Mary Joan Pugh, RC Trails Coordinator
Bobbie Thomas, Thomas Pottery
Richard Schoenberger, Manor House Creative
Daniel Southard, Triad Hosting
Mike Southard, Triad Hosting
Melissa Walker, Carolina Bronze Sculpture

TDA Board Members:

David Caughron
Leslie Brown
Barbara Gallimore
Ross Holt
Luke Hollingsworth
Rebecca Petty Moffitt
Shawn Patel
Diane Villa

TDA Staff Members:

Doyle Craven, Tourism Services Coordinator
Amber Scarlett, Executive Director
Amber Skeen, Director of Office Administrations & Clerk to the Board
Melody Varner, Tourism Marketing Coordinator

VC Staff Members:

Annette Cagle, Director of Visitor Services & Information
Kenneth Broadway
Jerry Hayes
Joanne Higgins

Matthew Jarrett
Christy Kiser
Shelly LaCoss
Benita McNeill
Carole Thorsen
Vivian Hunt

I. Call to Order for the TDA Board Meeting – David Caughron, Chairman

The Randolph County Tourism Development Authority Board of Directors meeting was called to order by David Caughron, Chairman, at 1:30 PM on Wednesday, December 14, 2022, at the Luck Camer Lail Center, 798 NC HWY 705 E, Seagrove, North Carolina.

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

Board Member Present IN PERSON: Leslie Brown, David Caughron, Chairman; Barbara Gallimore, Luke Hollingsworth, Ross Holt, Rebecca Petty Moffitt, Shawn Patel

Board Members Absent: Pam Brown, Diane Villa

TDA Staff Members Present: Doyle Craven, Tourism Services Coordinator; Amber Scarlett, Executive Director; Amber Skeen, Clerk to the Board; Melody Varner, Tourism Marketing Coordinator

Visitor Center Staff Members Present: Annette Cagle, Director of Visitor Services & Information; Kenneth Broadway, Jerry Hayes, Joanne Higgins, Matthew Jarrett, Christy Kiser, Shelly LaCoss, Benita McNeill, Carole Thorsen, Vivian Hunt

Guests Present IN PERSON: Susan Dosier, DK Communication Group; Kenny Kidd, Randolph County Commissioner Liaison; Amy Kernodle, The Liberty Showcase Theater; Will Massie, Finance Officer; Larry Penkava, Randolph Hub; Richard Schoenberger, Manor House Creative

Guest Present by ZOOM: April Adams, Cherry Beheart

III. Request to Approve Consent Agenda – David Caughron

- Request to Approve December 14, 2022, Agenda
- Request to Approve Board of Directors Meeting Minutes from October 19, 2022
- Request to Approve Board of Directors Meeting Minutes from November 16, 2022
- Request for Approval of Budget Amendment # 2023_07
- Hotel Data Report for Month-Ending October 31, 2022

- Attendance Data Comparison & Guest Registrant Report for Month Ending November 30, 2022
- Public Relations Report for Month-Ending November 30, 2022
- Advertising Report for Month-Ending November 30, 2022

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

SEE ATTACHMENTS #1-9

IV. Presentation of Annual Audit for 2021-22 Financial Operations – April Adams, Cherry Bekeart

April Adams presented the 2021-22 Financial Audit report to the TDA Board.

SEE ATTACHMENTS #10 & 11

V. Finance Reporting – Will Massie, Finance Director

- **Finance Report for the Month Ending November 30, 2022**

Massie reviewed the year-to-date reports on the revenues and expenditures for the month ending November 30, 2022.

SEE ATTACHMENT #12

VI. Presentation of 2021 Annual Report – Amber Scarlett, Executive Director

Scarlett presented the 2021 Annual Report to the TDA Board Members.

SEE ATTACHMENT #13

VII. 2023 Calendar Year Committee Appointments – David Caughron

Caughron presented the 2023 calendar year Committee appointments.

SEE ATTACHMENT #14

VIII. Board of Directors Meeting Schedule for 2023 – David Caughron

Caughron presented the schedule for the 2023 Board of Directors meetings.

SEE ATTACHMENT #15

IX. TDA Board Member Updates – David Caughron

Leslie Brown updated TDA Board Members that Liberty Showcase Theater's shows for 2022 are coming to an end, but they are excited about the 2023 shows.

Luke Hollingsworth updated TDA Board Members that the golf course was a little slow this time of year, but the indoor simulators were doing well.

Shawn Patel updated TDA Board Members that hotel rooms are still going strong; Quality Inn is still undergoing remodeling.

Barbara Gallimore updated TDA Board Members that Downtown Asheboro was having several different Christmas Events and invited everyone out.

Ross Holt updated TDA Board Members that the Randolph County Library and the Sunset Theater hosted "How the Grinch Stole Christmas." He was excited to say that this event was well attended, and they even had to turn people away. Holt also talked about how on January 23, 2023, he would be the keynote speaker at the "From Worth Farm to City" event at the Randolph County Library.

Rebecca Petty Moffitt updated TDA Board Members that they hosted their Christmas Cruise In, which was a huge turnout.

David Caughron updated TDA Board Members that Randleman would be hosting a last minute Christmas Shopping Event downtown this Saturday from 10 am - 12 noon.

X. Adjourn – David Caughron

A motion to adjourn the TDA Board Meeting on Wednesday, December 14, 2022, was made by Rebecca Petty Moffitt and was seconded by Ross Holt, and the motion was unanimously approved. The meeting was adjourned at 2:05 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board