



# Board of Directors Meeting Minutes

## Wednesday, December 15, 2021, | 2 PM

Valerie H. Schindler Wildlife Learning Center  
266 Old Cox Rd | Asheboro, North Carolina

### **I. Welcome Board, Staff, & Special Guests – David Caughron, Chairman**

Caughron welcomed everyone to the annual Christmas Board Meeting. He introduced TDA Board Members, Rebecca Petty Moffitt, Diane Villa, Luke Hollingsworth, and Ross Holt. He also introduced the TDA staff members, Amber Scarlett, Executive Director.

Amber Renee Skeen, Director of Office Administration and Clerk to the TDA Board; Paislee Winkler, Tourism Marketing Coordinator; and Doyle Craven, Tourism Services Coordinator. The Visitor Centers Staff present were Jerry Hayes, Vivian Hunt, Jo Anne Higgins, Katie Brush, Carole Thorsen, Benita McNeill, Nicole Wyche, and Christy Kiser. Suzanne Dale, Randolph County Deputy Finance Officer, and County Commissioner Kenny Kidd also attended the TDA Board meeting.

### **II. Special Recognitions – Amber Scarlett, Executive Director**

Scarlett introduced Richard Schoenberger with Manor House Graphics and Mike Southard with Triad Hosting. Ray Criscoe with Randolph Hub and Mary Joan Pugh, former TDA Board Member and Randolph County's Trails and Natural Heritage Coordinator also was attending the TDA Board meeting.

Next Scarlett and Amber Skeen, Director of Office Administration presented the 2021 Hospitality Award to Vivian Hunt. Vivian is energized, friendly, encouraging, giving, thoughtful, dependable, grateful, complimentary to coworkers, and graceful. Hunt has been with the Visitor Centers since October 2020. She was hired during such uncertainty within some frightening days of the pandemic. Through a bit of hesitation, breathing, and training this employee has proven that you just cannot teach customer service and the other details can be learned in time. Scarlett said that during her time with the TDA, Hunt has been eager to help her fellow employees, excited to share the knowledge of her home, Randolph County with her deep roots of Level Cross, and thrilled to learn something new every day!

Next on the agenda is The Mary Joan Pugh Excellence in Hospitality Award. This award was established in 2018 to recognize community partners, organizations, events, and people in the tourism industry that have contributed to the growth and success of Randolph County's tourism mission. Mary Joan Pugh was an instrumental member of our founding TDA Board of Directors, witnessing the growth and development of our organization from its inception in 1997. Scarlett would like to present the Mary Joan Pugh Excellence in Hospitality 2021 Award to Dr. Frances Jones & Friends of the Randolph Public Library. Scarlett said that throughout the uncertainty, demands, and disappointments resulting from COVID-19 – you have been a star to shine brightly in the Heart of North Carolina. Frances has served as President of the Friends of the Randolph County Public Library since 2018. She has successfully ushered in a new era of community outreach with an impact that has been significant to the Randolph County Public Library, its patrons, and the community at large. Your flagship initiative was Randolph Books for Babies – a partnership among the Friends, the Partnership for Children, Randolph Health, and Randolph County Public Health. This program provides pre-literacy care packets for the family of each newborn at Randolph Health. 'Books for Babies' has recently been taken over by the Partnership for Children. Under your leadership, this project delivered 3,621 care packages and successful fundraising of \$41,000 to support it. She has also been vital in leading the Friends' community engagement by developing new programming that has enhanced and elevated the level of cultural activities available in the area – while also raising the profile of the Friends as a local organization. In partnership with the Heart of NC Visitors Bureau and the City of Asheboro, the Friends of the Library Sunset Signature Series found its home at the historic Sunset Theatre in downtown Asheboro. This is a collection of lectures and performances modeled after the Guilford College Bryan Series. Jones has also worked tirelessly to book high-profile speakers and performers that would entice residents and visitors to a special evening at the theater. Her negotiating ability has proven to be cost-effective in speaker fees and expenses, in turn enabling recruitment of those high-profile guests. Your efforts to reschedule, postpone, cancel, and renegotiate throughout 2020 and 2021 have not gone unnoticed. Without you, our success in the Sunset Signature Series may have dwindled.

### **III. Year-End Comments – Kenny Kidd, Randolph County Commissioner**

Kenny Kidd would like to thank the TDA Board for letting him be a part of the Tourism Development family.

### **IV. Call to Order – David Caughron, Chairman**

The Randolph County Tourism Development Authority (Authority) Board of Directors meeting was called to order by David Caughron, Chairman, at 2:50 PM on Wednesday,

December 15, 2021, at the Valerie H. Schindler Wildlife Learning Center, 266 Old Cox Rd, Asheboro, North Carolina.

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

**Board Member Present IN PERSON:** David Caughron, Chairman; Luke Hollingsworth; Ross Holt; Rebecca Petty Moffitt, Vice-Chair, Diane Villa

**Board Members Absent:** Leslie Brown; Pam Brown; Barbara Gallimore; Shawn Patel

**Staff Members Present IN PERSON:** Suzanne Dale, Finance Officer; Amber Scarlett, Executive Director; Amber Renee Skeen, Clerk to the Board; Paislee Winkler, Tourism Marketing Coordinator

**Guests Present IN PERSON:** Richard Schoenberger, Manor House Graphics, Kenny Kid, Randolph County Commissioners, Mike Southard, Triad Hosting

**Guests Present BY ZOOM:** Susan Dosier, DK Communication Group; Mike Carey, Cherry Bekeart; April Adams, Cherry Bekaert

**VI. Request to Approve Consent Agenda – David Caughron**

- Request to Approve Board of Directors Meeting Minutes from November 17, 2021
- Hotel Data Reporting – Month-Ending October 31, 2021
- I-73/74 Visitor Centers Data Reporting – Month-Ending November 30, 2021
- Public Relations Reporting – Month-Ending November 30, 2021
- Visual Advertisement Reporting – Month-Ending November 30, 2021

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

**SEE ATTACHMENT # 1-7**

**VII. Presentation of Annual Audit for 2020 – 2021 Financial Operations – April Adams, Cherry Bekaert**

April Adams presented the 2020 Annual Audit to the TDA Board.

**VIII. Finance Reporting – Suzanne Dale**

- Finance Report for Month-Ending November 30, 2021

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending November 30, 2021.

**SEE ATTACHMENT #8**

- Request to Approve Finance Officer Fidelity Bond - David Caughron

A motion to approve the Finance Officer Fidelity Bond as presented was made by Luke Hollingsworth and seconded by Diane Villa and the motion was unanimously approved.

**SEE ATTACHMENT #9**

**IX. 2022 Calendar Year Committee Appointments – David Caughron**

Caughron updated the TDA Board Members that the 2022 committee appointments will remain the same as they have been in the past few years. The Budget & Finance Committee will have Amber Scarlett, Amber Renee' Skeen, and Suzanne Dale as the staff members with Ross Holt, Shawn Patel, and Pam Brown as the Board Members on the committee. The Executive/Personnel Committee will have Amber Scarlett, Amber Renee' Skeen, and Suzanne Dale as the staff members with Caughron, Rebecca Petty Moffitt, Luke Hollingsworth as the Board Members on the committee. The MAGS Committee will have Amber Scarlett, Amber Renee' Skeen, and Paislee Winkler as the staff members with Barbara Gallimore as the Board Member. The Marketing/Visitor Centers Committee will have Amber Scarlett and Amber Renee' Skeen as the Staff Members with Leslie Brown and Diane Villa as the Board Members.

**SEE ATTACHMENT #10**

**X. Board of Directors Meeting Schedule for 2022 – David Caughron**

Caughron updated TDA Board Members of the 2022 TDA Board Meeting dates and the Executive Committee Meeting dates.

**SEE ATTACHMENT #11 & 12**

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

Diane Villa updated TDA Board Member that the North Carolina Zoo has a new grizzly bear, Ronan. She also reported that the Believe event was not as well attended as last year.

Ross Holt would like to thank Dr. Frances Jones and all her hard work with the Sunset Signature Series.

Luke Hollingsworth updated TDA Board Members that the golf course has been working on the new renovations and they hope to have them finished by the middle of 2022.

**XII. Adjourn – David Caughron**

A motion to adjourn Wednesday, December 15, 2021, meeting was made by Ross Holt and seconded by Luke Hollingsworth. The meeting was adjourned at 3:21 PM.

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**NORTH CAROLINA  
RANDOLPH COUNTY**

A handwritten signature in blue ink that reads "David Caughron". The signature is cursive and stylized.

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**David Caughron, Chairman**

A handwritten signature in blue ink that reads "Amber M. Skeen". The signature is cursive and written on a light yellow background.

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