



# Board of Directors Meeting Minutes

## August 18, 2021 | 2 PM

Randolph Cooperative Extension Office  
1003 S Fayetteville Street | Asheboro

### **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, August 18, 2021, 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 Member Present IN PERSON:** David Caughron, Chairman; Pam Brown; Luke Hollingsworth; Ross Holt; Shawn Patel

**Board Member Present BY ZOOM:** Diane Villa

**Board Members Absent:** Leslie Brown; Barbara Gallimore; Rebecca Petty Moffitt, Vice-Chair

**Staff Members Present IN PERSON:** Suzanne Dale, Finance Officer; Shane Icenhour, Intern with HNCVB; Amber Scarlett, Executive Director; Amber Renee Skeen, Clerk to the Board; Pasliee Winkler, Tourism Marketing Coordinator

**Guests Present IN PERSON:** Kenny Kidd, Randolph County Commissioner; Richard Schoenberger, Manor House Graphics

### **III. Request to Approve August 18, 2021 Agenda – David Caughron**

A motion to approve the agenda for August 18, 2021, as presented was made by Luke Hollingsworth and seconded by Ross Holt and the motion was unanimously approved.

### **IV. Request to Approve Consent Agenda – David Caughron**

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

**V. Introduction of Paislee Winkler, Tourism Marketing Coordinator – Amber Scarlett, Executive Director**

Scarlett introduced the newest team member at the Heart of North Carolina Visitors Bureau, Paislee Winkler. Winkler fulfills the role of Tourism Marketing Coordinator, where she will serve as a liaison to our accommodations, tourism partners, and event coordinators; our digital media manager; an assistant project director; and our group tour sales contact – and much, much more!

Winkler joins our organization from the Greensboro Convention and Visitors Bureau where she has served in the role of the marketing assistant since 2017. A graduate of Virginia Commonwealth University, Winkler has a strong background in marketing and communications and looks forward to continued growth in the tourism industry with the Randolph County Tourism Development Authority.

**VI. Presentation of Letter of Support for Sandy Creek Pedestrian Bridge Application – Amber Scarlett**

Scarlett presented a letter of support for the Sandy Creek Pedestrian Bridge Application.  
**SEE ATTACHMENT #1**

**VII. Finance Reporting – Suzanne Dale**

- **Finance Report for Month-Ending June 30 & July 31, 2021**  
Dale reviewed the year-to-date report on the revenues and expenditures for the month ending June 30 & July 31, 2021.  
**SEE ATTACHMENT #2 & 3**
- **Approve Budget Amendments 2022-01, 02 & 03**  
A motion to approve Budget Amendments 2022-01, 02 & 03 as presented was made by Shawn Patel and seconded by Luke Hollingsworth and the motion was unanimously approved.  
**SEE ATTACHMENT #4, 5 & 6**

**VIII. Hotel Data Reporting – Amber Scarlett**

- **Hotel Data Report for Month-Ending June 30, 2021**  
Scarlett presented the Hotel Data Report for the month ending June 30, 2021.  
**SEE ATTACHMENT #7**
- **Second-Quarter Hotel Data Report Ending June 30, 2021**  
Scarlett presented the second-quarter hotel Data Report ending June 30, 2021.

**SEE ATTACHMENT #8**

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

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending June 30 & July 31, 2021**

Skeen presented Visitor Centers Data Reports for the month-ending June 30, 2021, & July 31, 2021.

**SEE ATTACHMENT #9, 10, 11 & 12**

- **Second-Quarter Attendance Data Comparison Report Ending June 30, 2021**

Skeen presented the second-quarter attendance data comparison report ending June 30, 2021.

**SEE ATTACHMENT #13**

**X. DK Communications Group Public Relations Reporting – Susan Dosier, DK Communications Group**

Dosier presented the Public Relations Report for Month-Ending June 30 & July 31, 2021.

**XI. Manor House Graphics Visual Advertising Reporting – Richard Schoenberger, Manor House Graphics**

Schoenberger presented a visual advertising report ending June 30 and July 31, 2021.

**SEE ATTACHMENT #14**

**XII. Update on Tourism Recovery - Amber Scarlett**

Scarlett updated TDA Board Members that she is working on the ARP Funding application. The application has been submitted and she will present an official request to the Randolph County Board of Commissioners on Monday, August 30, 2021.

Scarlett also reported that the TDA had a Marketing Team Planning Retreat on Thursday, August 12 & Friday, August 20, 2021, 13. She invited Susan from DK Communications Group, Richard with Manor House Graphics, and Mike and Andrew Triad Hosting to discuss our marketing efforts moving into the next year following our marketing plan as a guide. Scarlett is hopeful that annual meetings will inspire our team to be resourceful and continue our creative messaging for our industry. Stay tuned for reports on our plan of action!

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

Diane Villa updated TDA Board that the North Carolina Zoo was open to full capacity – no reservations required. There are still staffing issues with certain attractions on site. The North Carolina Zoo will be host another job fair on Friday, August 20<sup>th</sup>. She also updated that all the events planned for Fall and Winter are still a go and they are excited about Boo at the Zoo and the Believe Event.

David Caughron updated TDA Board that Randleman was planning to have NASCAR Day on October 2<sup>nd</sup> from 9 am-6 pm. The Petty Museum will also host the Petty Fan Club event on that day as well. Caughron thanked Luke Hollingsworth and his staff at Holly Ridge Golf Links for all their help with the 23<sup>rd</sup> Annual Holly Ridge Charity Classic.

Pam Brown updated TDA Board that Archdale hotel properties were very was very busy with HPU parents with returning students to campus and parents have booked reservations for upcoming collegiate activities. Daly Seven properties are almost sold out for Fall Furniture Market.

Shawn Patel updated TDA Board that they are also busy.

Ross Holt updated TDA Board that the Sunset Signature Series will be hosting Ken Jennings on August 28<sup>th</sup> at 7 pm. The remainder of the Sunset Signature Series will continue as planned.

Luke Hollingsworth updated TDA Board that the golf course was busy and he hopes to start the new renovations soon.

**XIV. Adjourn – David Caughron**

The meeting was adjourned at 3:04 PM.

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**NORTH CAROLINA  
RANDOLPH COUNTY**



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**David Caughron, Chairman of the Board**

A handwritten signature in blue ink on a light yellow background. The signature reads "Amber M. Skeen" in a cursive style.

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