



Board of Directors Meeting Minutes

Wednesday, June 21, 2023, | 2 PM

Randolph County Tourism Development Authority
Phillip Kemp Meeting Room | 500 Albemarle Rd Asheboro, NC

I. Call to Order – David Caughron, Chairman

The Randolph County Tourism Development Authority Board of Directors meeting was called to order by David Caughron, Chairman, at 2:07 PM on Wednesday, June 21, 2023, at the Randolph County Tourism Development Authority, Phillip Kemp Meeting Room, 500 Albemarle Rd Asheboro North Carolina.

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

Board Member Present IN PERSON: David Caughron, Chairman, Leslie Brown, Ross Holt, Shawn Patel, Rebecca Petty Moffitt, and Diane Villa

Board Members Present by ZOOM: N/A

Board Members Absent: Barbara Gallimore and Luke Hollingsworth

Staff Members Present IN PERSON: Amber Scarlett, Executive Director; Amber Skeen, Clerk to the Board; Will Massie, Finance Officer; Annette Cagle, Director of Visitor Services & Information; Melody Varner, Tourism Marketing Coordinator, and Doyle Craven, Tourism Services Coordinator

Guests Present IN PERSON: Amy Struble, Daly Seven Properties; Richard Schoenberger, Manor House Creative

Guests Present by ZOOM: Susan Dosier, DK Communications Group; Chelsea Dickey, Motley Local

III. Request to Approve June 21, 2023, Agenda – David Caughron

A motion to approve the agenda for June 21, 2023, as presented, was made by Rebecca Petty Moffitt, and seconded by Ross Holt, and the motion was unanimously approved.

SEE ATTACHMENT #1

IV. Request to Approve Board of Directors Meeting Minutes from May 17, 2023 – David Caughron

A motion to approve the Board of Directors Meeting Minutes from May 17, 2023, as presented, was made by Shawn Patel, and seconded by Leslie Brown, and the motion was unanimously approved.

SEE ATTACHMENT #2

V. Social Media Reporting – Chelsea Dickey, Motley Local

- **Social Media Report for Month Ending May 31, 2023**

Chelsea Dickey presented the social media report for Month Ending May 31, 2023.

SEE ATTACHMENT # 3

VI. Announcement of Appointment of Board Member, Amy Struble – David Caughron

Caughron welcomed Amy Struble to the TDA Board. He stated that on Monday, June 5, at the Randolph County Commissioners meeting, the County Commissioners appointed Struble to the TDA Board to fill Seat 1 as the Randolph County Hotel/Motel Industry representing the Archdale area. He shared that she has been with Daly Seven Properties as the Regional Sales Director since August 2021, covering the Greensboro and High Point/Archdale markets in that capacity. He noted that she is a distinguished Certified Meeting Planner and utilizes this knowledge and certification to recruit group sales to her regional properties. He shared that Amy's background is steeped in customer service, hospitality, and professionalism and that she has worked in the hotel industry since she was a teenager.

VII. Oath of Office for New Board Member, Amy Struble – Amber M. Skeen

Skeen administered the Oath of Office for new Board Member Amy Struble. Struble affirmatively accepted the oath and was welcomed by the Board as its newest member.

VIII. Presentation & Adoption of 2023 - 2024 Marketing Plan & Program of Work – Amber Scarlett

Scarlett presented a comprehensive 2023-24 Marketing Plan & Program of Work and reviewed highlights of the plan with the Board. The Board was encouraged to contact her with any questions or suggestions as we proceed with the project.

Caughron thanked Scarlett for her work on the document and encouraged Board members to read the entire report.

A motion to approve the 2023-24 Marketing Plan & Program of Work as presented was made by Diane Villa and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

SEE ATTACHMENT #4

IX. Presentation & Approval of the 2023 - 2024 RCTDA Employee Policies & Procedures Manual – Amber M. Skeen

Skeen reported that she had talked with Susan Wagner with Randolph County Human Resources and that the Randolph County Employee Policies & Procedures Manual will remain the same for the upcoming fiscal year, so the RCTDA's Policies and Procedures Manual will also remain in the same to continue alignment with the County version. She referenced the manual's contents in the Board packet and requested that the Board adopt the 2023 - 2024 RCTDA Employee Policies & Procedures Manual.

A motion to approve the 2023-24 Randolph County Tourism Development Authority Employee Policies & Procedures Manual as presented was made by Ross Holt and seconded by Shawn Patel, and the motion was unanimously approved.

SEE ATTACHMENT #5

X. Heart Fund Report for FYE June 30, 2023 – Amber M. Skeen

Skeen gave an overview of The Heart Fund, stating that it was created several years ago for the RCTDA to be able to send flowers, gift cards, or other donations to employees, Board Members, or other people that are associated with our organization. She mentioned examples of Heart Fund utilization, such as a death in the family, surgery, giving birth, retirement, or any other reason at the direction of the Executive Director or Chairman of the Board. She requested that all employees and Board Members give \$10 each year to help with this fund and stated that monies for this fund are kept in her office and are not a part of the TDA budget.

Skeen presented the Heart Fund Report for FYE on June 30, 2023, noting a current balance of \$230.30 with a memorial gift yet to be made in the passing of TDA employee

Jerry Hayes. She mentioned that the Hayes family has been working with TDA staff and DOT on placing an outdoor memorial bench at the Visitor Centers.

SEE ATTACHMENT #6

XI. Finance Reporting – Will Massie

- **Finance Report for Month-Ending May 31, 2023**

Massie reviewed the year-to-date report on the revenues and expenditures for the month ending May 31, 2023.

SEE ATTACHMENT #7

- **Approval of Budget Amendment #2023_13**

Massie reviewed Budget Amendment #2023_13.

A motion to approve budget amendment #2023_13, as presented, was made by Leslie Brown, and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

SEE ATTACHMENT #8

XII. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Month-Ending April 30, 2023**

Scarlett reported the following for the month ending April 30, 2023

- RevPAR posted \$87.24, a 10.4% increase from 2022's \$79.01.
- ADR posted \$132.59, a 9% increase from 2022's \$121.68.
- Occupancy posted at 65.8%, with a 1.4% increase from 2022's 64.9%

- **Hotel Data Report for Month-Ending May 31, 2023**

Scarlett reported the following for the month ending May 31, 2023

- RevPAR posted \$67.29, a 3.6% increase from 2022's \$64.95.
- ADR posted \$111.68, a 4.5% increase from 2022's \$106.84.
- Occupancy posted at 60.3% with an -.8% decrease from 2022's 60.8%

SEE ATTACHMENTS #9 & 10

XIII. I-73/74 Visitor Centers Data Reporting – Annette Cagle, Director of Visitor Services & Information

- **Attendance Data Comparison & Guest Registrant Reports for Month Ending May 31, 2023**

Cagle presented the attendance data comparison and guest registrant reports ending May 31, 2023, noting significant increases over 2022 data. She also mentioned that National Kids Day was celebrated with special activities at the I-73/74 Visitor Centers, with plans to have other special-themed events in the months ahead.

SEE ATTACHMENTS # 11 & 12

XIV. Public Relations Report – Susan Dosier, DK Communications Group

- **Public Relations Report for Month-Ending May 31, 2023**

Dosier presented the Public Relations Report for the month ending May 31, 2023. She noted how great it was that we received national coverage in the NY Times and The Weather Channel during the month.

SEE ATTACHMENTS # 13

XV. Manor House Graphics Visual Advertising Reporting – Richard Schoenberger, Manor House Graphics

- **Visual Advertising Report for Month-Ending May 31, 2023**

Schoenberger presented the Visual Advertising Report for the month ending May 31, 2023. He also shared a working copy of the TDA Coloring/Activity booklet that is in process with planned distribution at the Visitor Centers.

SEE ATTACHMENT # 14

XVI. Request to Cancel July BOD Meeting – David Caughron

Caughron shared that in the past, the July Board meetings have been canceled to allow staff to have planning time. He stated that if approved, the next meeting would be August 16, 2023.

A motion to cancel the July 2023 meeting was made by Shawn Patel and seconded by Rebecca Petty Moffitt, and the motion was unanimously approved.

XVII. Executive Director Update – Amber Scarlett

Scarlett updated the TDA Board on the following events in which TDA was represented by staff or Board leadership:

- North Carolina Zoo Business After Hours – Asheboro/Randolph Chamber of Commerce - June 8, 2023
- North Carolina Travel & Tourism Coalition Quarterly Meeting – June 12, 2023
- Randolph County EDC Annual Meeting – June 20, 2023
- NC Cooperative Extension Advisory Council Meeting – June 20, 2023

Scarlett also noted the following upcoming events:

- July begins Travel Guide production season along with the Website Development Project
- July 4th – TDA Office will be closed to the public; Visitor Centers will be closed on the holiday as well since it is a Tuesday.
- July 22 – Asheboro ZooKeepers game partnering with North Carolina Zoo for tourism night “Christmas in July.”
- July 26 - 28 – Annual Staff Retreat for our team and contractors.

Scarlett also reported damage to one of our “Welcome to Randolph County” signs located in Trinity. She has been in discussions with Randolph County and DOT concerning the repair/replacement of the sign.

XVIII. Board Member Updates – David Caughron

Shawn Patel updated TDA Board Members stating that renovations were continuing and hopefully in the final stages. He shared his observation that due to economic factors; many people are taking shorter trips as they travel. He stated that he had received school inquiries about trips to the Zoo.

Rebecca Petty Moffitt updated TDA Board Members that they are seeing more family groups visit from various areas now that school is out.

Ross Holt updated TDA Board Members that summer activities for children are continuing at various branches of the Randolph County Library system. He shared that since the Randolph Room has vastly outgrown its space at the library and since it has been determined that the historic Courthouse as a museum site is cost-prohibitive, other options are being explored. Holt stated that the old Post Office building on the corner of Church and Sunset, owned by the City of Asheboro, is being vacated by the Recreation Department, and there is a discussion with the city about moving the Randolph Room

there. He reported that with 3,000 square feet of usable space, some historical exhibits would also be possible.

Leslie Brown updated TDA Board Members on upcoming shows at Liberty Showcase Theater, including Johnny Lee, Tracy Byrd, Doug Stone, and Twitty/Lynn Tribute.

Diane Villa updated TDA Board Members on the many recent births at the NC Zoo, including the giraffe, sand cats, and chimp. She stated that the naming poll for the baby giraffe had been completed with over 100,000 entries, and that the name Fenn had been chosen. She also shared regarding publicity with NBC News and CNN, statewide billboards featuring the baboons, statewide radio ads, and a YouTube conservation video.

Amy Struble updated TDA Board Members that it was common to have twenty or more rooms that were not scheduled with reservations in the morning be occupied that evening. She shared that she works with Hampton Inn and Holiday Inn Express in Archdale.

XIX. Adjourn – David Caughron

Caughron thanked everyone for their attendance and reminded the Board that the next meeting would be on August 16, 2023.

A motion to adjourn the TDA Board Meeting on Wednesday, June 21, 2023, was made by Rebecca Petty Moffitt and was seconded by Ross Holt, and the motion was unanimously approved. The meeting was adjourned at 3:12 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman



Amber M. Skeen, Clerk to the Board