



**Board of Directors Meeting Minutes**  
**January 20, 2021**  
**Virtual Meeting | ZOOM Platform**

**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, January 20, 2021, by virtual meeting platform ZOOM.

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

Board Members Present by Zoom: David Caughron, Chairman; Rebecca Petty Moffitt, Vice-Chair; Barbara Gallimore; Luke Hollingsworth; Ross Holt; Shawn Patel; Diane Villa

Board Members Absent: Leslie Brown; Suzanne Dale, Finance Officer

Staff Members present by Zoom: Amber Scarlett, Executive Director; and Amber Renee Skeen, Clerk to the Board

Guests Present by Zoom: Susan Dosier, DK Communications Group; Kenny Kidd, Commissioner Liaison; Richard Schoenberger, Manor House Graphic

**III. Review of January 20, 2021, Agenda – David Caughron**

Caughron asked if there were any changes to the presented agenda for today's meeting.

With no changes, the January 20, 2021, Agenda stands approved.

**IV. Presentation of the 2020 Hospitality Hero Awards – Amber Scarlett, Executive Director**

Scarlett presented a PowerPoint on the 2020 Hospitality Hero Awards. The winners this year were Doyle Craven and Benita McNeill.

**V. Presentation of 2020 Mary Joan Pugh Excellence in Hospitality Awards – Amber Scarlett**

Scarlett presented a PowerPoint on the 2020 Mary Joan Pugh Excellence in Hospitality Awards. The winners this year were Beverly Mooney of Millstone Creek Orchards and Tony Wohlgemuth of Kersey Valley Attractions.

**VI. Presentation of the 2020 Calendar Year Public Relation Efforts – Susan Dosier, DK Communications Group**

Dosier presented the TDA Annual PR Report for 2020.  
**SEE ATTACHMENT #1**

**VII. Presentation of Manor House Graphics Efforts in 2020 – Richard Schoenberger, Manor House Graphic**

Schoenberger presented a report of marketing advertisement designs placed in 2020; also recognized how our new logo had been used.  
**SEE ATTACHMENT #2**

**VIII. Update on Realignment of Salary – David Caughron**

Caughron updated Board Members that the Personnel Committee approved for the salary of Amber Renee' Skeen, Director of Office Administration/Clerk to the Board be split between the TDA budget and the Visitor Center Budget. She has taken over the role of Visitor Centers Manager and is spending approximately 50% of her time performing Visitor Centers duties. The split in salary will help relieve the TDA of some salary costs and became effective January 1, 2021.

**IX. Finance Reporting – Amber M. Skeen**

Skeen reviewed the year-to-date report on the revenues and expenditures for months ending November 30<sup>th</sup> and December 31<sup>st</sup>, 2020. Skeen also offered an analysis of net collections of occupancy tax for these months.  
**SEE ATTACHMENT #3 & 4**

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

Scarlett presented the Hotel Data Report for month-ending November 30, 2020  
**SEE ATTACHMENT #5**

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

- **Attendance Data Comparison & Guest Registrant Reports for months-ending November 30<sup>th</sup> & December 31<sup>st</sup>**  
Skeen presented Visitor Centers Data Reports for months-ending November 30 & December 31, 2020  
**SEE ATTACHMENT #6,7,8 & 9**
- **Fourth Quarter Attendance Data Comparison Report Ending December 31, 2020.**  
Skeen presented the third quarter attendance data comparison report ending December 31, 2020.  
**SEE ATTACHMENT #10**

**XII. Update on COVID-19 Pandemic Operations – Amber Scarlett**

Scarlett updated the Board Members on expenditures from CARES Act monies – all have been spent and properly reported. She also reported that the most recent PPP Loan Eligibility is not accessible by TDAs at this time due to verbiage written in 2015 in the North Carolina Constitution. Multiple lobbyists have approached the Attorney General with requests to this verbiage for DMOs across the state of NC. She will be watching this very closely to see if something changes.

**XIII. Presentation of Annual Travel Guide 2021 – Amber Scarlett & Richard Schoenberger**

Scarlett & Richard Schoenberger presented the 2021 Annual Travel Guide to the Board. She explained that they hope to have the travel guides delivered to Visitor Centers and the Heart of NC Visitors Bureau in the next few weeks, from there distribution will begin to hotels, attractions, and other tourism partners.

**XIV. The 2021 Calendar Year Committee Appointment – David Caughron**

Caughron presented the 2021 Calendar Year Committee Appointments to the Board Members. He explained how the Committees would remain in place from the 2020 assignments.  
**SEE ATTACHMENT #11**

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

Ross Holt updated TDA Board Members that the Randolph County Library continues to allow visitors to use their North Carolina Zoo pass. They would just need to call for more information.

Diane Villa updated TDA Board Members that the North Carolina Zoo was working with PBS – North Carolina (formerly UNC-TV) and Our State Magazine for advertising opportunities.

**XVI. Adjourn – David Caughron**

The meeting was adjourned at 3:28 PM.

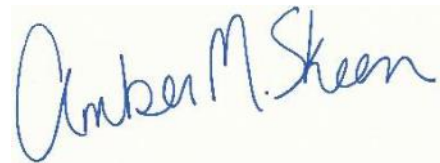
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**NORTH CAROLINA  
RANDOLPH COUNTY**



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**David Caughron, Chairman of the Board**



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