



Board of Directors Meeting Minutes
February 17, 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, February 17, 2021, by virtual meeting platform ZOOM.

II. Review of the February 17, 2021 Agenda

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

With no changes, February 17, 2021, Agenda stands approved.

III. Announcement of Appointment of Board Member, Pam Brown with Daly Seven Hotels – Amber Scarlett, Executive Director

Scarlett updated the TDA Board that Pam Brown was appointed to the TDA Board by the Randolph County Board of Commissioners during the County Commissioners Board Meeting on February 1, 2021. She informed the TDA Board members that Brown was sworn into office on February 8, 2021 by Amber M. Skeen, Clerk to the TDA Board. Brown has been with the Daly Seven Hotels since moving to North Carolina in 2009. Brown began her role as a front desk clerk and a breakfast attendant. By June 2010, Brown was promoted to assistant general manager. Given the opportunity to grow within the Daly Seven Hotels group during the initial stages of COVID-19, Brown took a position at a property in Greensboro. Brown found that she missed Archdale and the community that she calls home. Brown has recently returned to the Archdale location of Hampton Inn. Brown has a history of customer service, hospitality, and professionalism. Having worked as a florist and eventually owning it during the early days of her career path in Virginia. Brown is enthusiastic about the opportunity to learn more about Randolph County and to be a voice for the Archdale community. Scarlett has had the pleasure of getting to know Brown since her tenure at the Hampton Inn for over 10 years and feels confident that Brown will be honest, straightforward, factual, and clear in communications from the hotel industry perspective in the Archdale area.

IV. 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; Leslie Brown; Pam Brown, Barbara Gallimore; Ross Holt; Diane Villa

Board Members Absent: Luke Hollingsworth; Shawn Patel

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

Guests Present by Zoom: Gary Betts, Mayor Pro Tem, City of Randleman; Bridget Callea, Benchmark Planning; Suzanne Dale, Finance Officer; Susan Dosier, DK Communications Group; Bucky Jernigan, Mayor, City of Randleman; Robin Hughes, City of Randleman; Gregg Patton, City of Randleman; William Johnson, City Manager for Randleman; Richard Schoenberger, Manor House Graphic

V. Introduction of New Staff Member, Katie Brush – Amber Renee’ Skeen, Director of Office Administration

Skeen announced that Katie Brush was recently hired at I-73/74 Visitor Centers. Brush is a native of Randolph County and graduated from Asheboro High School. Currently, Brush lives near Seagrove with her husband of six years, Brandon and their 14-month-old daughter, Charlotte. Brush enjoys spending time with family, going for walks and hikes, and enjoys baking. Skeen feels that she will be a good addition to the staff at Visitor Centers.

VI. 2019-20 Annual Audit Report and Update for 2020-21 - Suzanne Dale, Finance Officer

Dale updated TDA Board Members that the 2019-20 Annual Audit Report has been completed and presented to the Randolph County Board of Commissioners. The Commissioners have agreed to continue the Annual Audit contract with Cherry-Bekaert LLP for the 2020-2021 audit.

VII. Presentation of Stout Street Park Improvement Project for the City of Randleman – Bridget Callea, Benchmark Planning

Caughron introduced Bridget Callea with Benchmark Planning to give a presentation on the Stout Street Park Improvement Project for the City of Randleman. This specific park was identified as a facility in need of improvements by the City of Randleman’s Parks and Recreation Systemwide Master Plan. Caughron explained to the TDA Board that

Callea had been worked closely with Greg Patton, Robin Hughes, and others at the City of Randleman to create a wonderful plan for our future.

Callea presented a presentation on the Stout Street Park Master Plan.
SEE ATTACHMENT #1

Caughron thanked Callea for this update on the improvement project in Randleman. Due to the virtual platform of today's meeting, he asked the Clerk to send out an e-vote request to all the TDA Board Members for approval on the submission of a letter of support for this project. This vote will be ratified at our next in-person TDA Board Meeting.

VIII. Finance Reporting – Suzanne Dale

- **Finance Report for Month-Ending January 31, 2021**

Dale reviewed the year-to-date report on the revenues and expenditures for the month ending January 31, 2021.

SEE ATTACHMENT #2

- **Request to approve the Finance Officer Fidelity Bond – David Caughron**

Caughron informed the TDA Board that Under North Carolina law, the finance officer of the TDA must have an individual fidelity bond of \$100,000. Due to the virtual platform, Caughron asked the Clerk to send out an e-vote request to all the TDA Board Members for approval on the Finance Officer Fidelity Bond. The vote will be ratified at our next in-person board meeting.

SEE ATTACHMENT #3

IX. Update on Realignment of Salary – David Caughron

Caughron reminded TDA Board Members that last TDA Board Meeting the Personnel Committee approved for Amber Renee', Director of Office Administration/Clerk to the Board salary to be split between the TDA's budget and the VC's Budget. This month the Personnel Committee voted to move twenty percent of Amber Scarlett's salary and benefits into the Visitor Centers budget. This will take effect on March 1st. This will help relieve the TDA of some Salary and benefits costs.

X. Hotel Data Reporting – Amber Scarlett

- **Hotel Data Report for Month-Ending December 31, 2020**

Scarlett presented the Hotel Data Report for the month-ending December 31, 2020.

SEE ATTACHMENT #4

- **Fourth Quarter Hotel Data Reporting**
Scarlett presented the Fourth Quarter and Year Ending Hotel **Data Report** Ending December 31, 2020.
SEE ATTACHMENT #5 & 6

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

- **Attendance Data Comparison & Guest Registrant Reports for Month-Ending Ending January 31, 2021**

Skeen presented Visitor Centers Data Reports for the month-ending January 31, 2021.

SEE ATTACHMENT #7 & 8

XII. DK Communications Group Public Relations Reporting – Susan Dosier

- **Public Relations Report for Month-Ending January 31, 2021**

Dosier presented the Public Relations Report for Month-Ending January 31, 2021.

SEE ATTACHMENT #9

XIII. Update on COVID-19 Pandemic Operations – Amber Scarlett

Scarlett updated TDA Board Members that she has been working Visit NC and NCTIA on the eligibility of the PPP Loan. Recently she shared with our TDA Board the limitations of the eligibility due to verbiage in the North Carolina Constitution. And since the last TDA Board Meeting, Senator Paul Newton of Cabarrus County has drafted a bill to authorize PPP loans for TDAs. Senator Newton is set to introduce this bill within the next few days. And, once this legislation is passed, TDAs will be eligible for PPP Loans. She talked about how there was is a very strong probability it would pass as Senator Newton is a Chair of the Finance Committee for the Senate and he has the support of Representative Julia Howard, Senior Chair of the Finance Committee for the House of Representatives. She explained how she is planning to notify the Randolph County Board of Commissioners of our plans to apply and follow proper communications once the PPP Loan is processed.

XIV. Board Member Updates – David Caughron

Leslie Brown updated TDA Board Members that the Liberty Showcase Theater has rescheduled most of all the shows in the Spring/summer due to the COVID restrictions.

Ross Holt updated TDA Board Members that the Randolph County Library is still closed but they are doing curbside pickup.

Rebecca Petty Moffitt updated TDA Board Members that the Petty Museum would be having the “Petty Cruise-in” set for March 13, 2021.

Diane Villa updated TDA Board Members that they have a new Polar Bear, and he is becoming acclimated to his new environment. The North Carolina Zoo will have a virtual ice carving event on February 27th to welcome him.

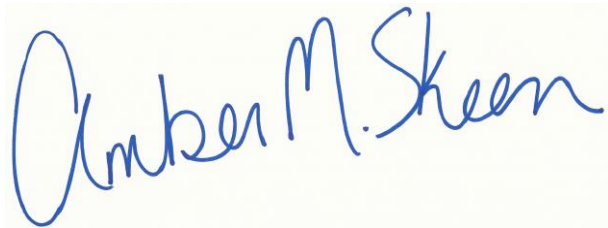
XV. Adjourn – David Caughron

The meeting was adjourned at 2:54 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board