



BOARD OF DIRECTORS MEETING MINUTES JUNE 19, 2019

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, June 19, 2019, at the Asheboro/Randolph Chamber, 137 S Fayetteville St, Asheboro, North Carolina.

Caughron removed agenda item #19 stating that O’Kelley will email the Public Relations Report for May 2019.

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

Board Members: David Caughron, Chairman; Rebecca Petty Moffitt, Vice-Chair; Leslie Brown*
Barbara Gallimore, Luke Hollingsworth, Ross Holt, Shawn Patel, and Marianne Rowe.

Absent: Diane Villa

Staff Members: Tammy O’Kelley, Executive Director; Amber Renee Skeen, Clerk to the Board;
Myra Hoover, I73/74 Visitor Centers Manager; Cathy Ratley, Travel Info Counselor; Suzanne Dale, Finance Officer

Guests: Kenny Kidd, Randolph County Commissioner Liaison; Connie Wicker, North Carolina Zoo; Richard Schoenberger, Manor House Graphics; Sam Varner, County Wellness Administrator

** Board Member arrived at the meeting as noted in minutes.*

III. Request to Approve Board of Director’s Meeting Minutes from May 22, 2019 – David Caughron

A motion to approve the May 22, 2019 Authority Board of Directors Meeting minutes was made by Rebecca Petty Moffitt, and seconded by Ross Holt; and the motion was unanimously approved.

IV. Introduction of Suzanne Dale as Newly Appointed Authority Finance Officer – David Caughron

Caughron introduced Suzanne Dale to the TDA Board Meeting and announce that she has been appointed by the Chairman of the County Commissioners to serve as Ex-Officio Finance Officer to the Tourism Development Authority. Dale is a Randolph County native who grew up in Asheboro and is a graduate of Asheboro High School. She started her college career at Randolph Community College and then transferred to the University of North Carolina at Greensboro and graduated from UNC-G in 1994 with her undergraduate degree in Accounting. In 2007, she received her Master’s in Accounting from Gardner Webb University and became a licensed Certified Public Accountant. Dale spent the first 14 years of her career in public accounting, first for a local CPA, then joining the firm of Cherry Bekaert LLP. In January 2007, she made the switch from auditing governments to joining the team at Randolph County as the internal auditor where she advanced to Deputy Finance Officer in 2011.

Dale is married to Jay Dale, who serves as the Randolph County Director of Planning & Zoning, and together they have a son, Nicholas. The Dale Family lives in Trinity and love calling Randolph County home.

V. Presentation of & Request to Approve Authority Staff Restructure, Revised Position Descriptions with New Titles, and Reclassification Requests – Tammy O’Kelley, Executive Director

**Board Member arrived at the meeting*

O’Kelley made the presentation of and request to approve authority staff restructure, revised position descriptions with new titles, and reclassification requests (see attached items 1-14), as follows:

- #1 – Reclassification Requests Memo
- #2 – Position Description – Chief Executive Officer
- #3 – Position Description – Director of Office Administration
- #4 – Position Description – Director of Tourism
- #5 – Position Description – Director of Visitor Services & Information
- #6 – Position Description – Intern/College
- #7 – Position Description – Intern/High School
- #8 – Position Description – Office Administration Coordinator
- #9 – Position Description – Tourism Information Coordinator
- #10 – Position Description – Tourism Marketing Coordinator
- #11 – Position Description – Tourism Services Coordinator
- #12 – Position Description – Visitor Services & Information Counselor
- #13 – RCTDA Organizational Chart for 2018-19

- #14 – RCTDA Organizational Chart for 2019-20

A motion to approve the Authority Staff Restructure, Revised Position Descriptions with New Tiles and Reclassification request as presented was made by Shawn Patel, and seconded by Marianne Rowe; and the motion was unanimously approved.

VI. Review of 2019-20 Authority Proposed Budget Changes – Tammy O’Kelley

O’Kelley reviewed the 2019-20 Authority Proposed Budget changes as follows:

VISITOR CENTERS

- Visitor Centers – Personnel
 - Full-Time Salaries – Increased from \$30,043 to \$38,626; covers a 1% COLA and reclassification of the Visitor Centers Manager position (*This is not a change from the budget presentation*)
 - Part-Time Salaries – Decreased from \$103,686 to \$101,392; covers a reduction in Cathy Ratley’s maximum number of hours per year at the Visitor Centers for 2019-20 (*This is a change made after the initial budget presentation as a result restructure of Office Administration Team and change in duties that will change hours allotment*)
 - FICA – Decreased from \$10,842 to \$10,711; due to changes in F-T and P-T salaries
 - Retirement – Increased from \$3,428 to \$3,480; covers the 1% COLA adjustment and reclassification of one F-T position
 - 401K – Increased from \$761 to \$773; same as above
- Visitor Centers – Operating
 - Office Supplies – Increased from \$4,000 to \$5,778; due to a reduction in P-T Salaries, these dollars were added back to Operating Costs/Office Supplies
- Visitor Centers – Department Total: \$185,716 - no change

HEART OF NC VISITORS BUREAU

- HNCVB – Personnel
 - Full-Time Salaries – Increased from \$221,795 to \$223,276; covers 1% COLA and reclassification of the Visitor Services Coordinator position (*This is a change made after the initial budget presentation as a result restructure of Tourism Team and change in duties*)
 - Part-Time Salaries – Increased from \$8,581 to \$10,801; covers increase in Cathy Ratley’s maximum number of hours per year at the Visitor Centers for 2019-20 (*This is a change made after the initial budget presentation, as a result, restructure of Office Administration and change in duties – this position will serve as Deputy Clerk to the Board*)
 - FICA – Increased from \$17,618 to \$17,907; due to changes in F-T and P-T salaries

- Retirement – Increased \$19,984 to \$20,117; covers COLA adjustment and reclassification for one F-T position
- 401K – Increased from \$4,436 to \$4,466; same as above
- HNCVB – Marketing
 - Advertising – Decreased from \$336,598 to \$332,445; covers reclassifications, 1% COLA, and other Personnel costs adjustments
- HNCVB – Department Total: \$1,107,500 - no change

VII. Public Hearing on the 2019-20 Authority Proposed Budget – David Caughron

Caughron opened the Public Hearing on the 2019-20 Budget and asked the Clerk to read the General Statute, as follows:

Pursuant to NCGS 159-12, the Board shall hold a public hearing on the proposed budget, at which time any persons who wish to be heard may appear. NCGS 160A-81 provides general authority to regulate conduct at public hearings relating to the number of people who speak, the length of time, and the authority to maintain order. The following are the guidelines established for this budget public hearing:

- Each speaker must first provide his or her name both orally and in writing before speaking
- Comments are restricted to topics that relate to the proposed budget
- Public Comment rules have been set by the Executive Committee to allow each speaker a maximum of three minutes to make comments. Additional time may be granted at the discretion of the Chairman.
- Comments are to be directed to the Board and not to one individual Member.
- The response, discussion, or action concerning issues raised during the public input session will be at the discretion of the Board
- Speakers will be courteous in their language and presentation
- Speakers should not discuss matters which concern the candidacy of any person seeking public office or matters in current or anticipated litigation

With no members of the public present to speak, Caughron closed the Public Hearing.

VIII. Summary of 2019-20 Authority Final Budget – Suzanne Dale, Authority Finance Officer

Dale made the presentation of the summary of the 2019-20 Authority final budget (see attached item #15), as follows:

- #15 – 2019-20 Proposed TDA Annual Budget FY 2019-20

IX. Board Discussion on the 2019-20 Authority Proposed Budget – David Caughron

Ross Holt pointed out inconsistencies with pages one (marketing costs total of \$573,098) and five (marketing costs total of \$568,945). Dale noted these inconsistencies and stated that page five is the correct; she will correct page one in the final document that will be voted on today.

X. Request to Adopt the 2019-20 Authority Proposed Budget – David Caughron

A motion to approve the 2019-20 Authority Budget with corrections noted in Section IX was made by Ross Holt, and seconded by Rebecca Petty Moffitt; and the motion was unanimously approved.

XI. Request to Approve Updated Policies and Procedures to Align with New Position Titles – Tammy O’Kelley

O’Kelley made a request to approve updated policies and procedures revised to align with the Authority’s new position titles (see attached items 16 – 23), as follows:

- Item #16 – Fund Balance Fiscal Policy
- Item #17 – Petty Cash & Cash Change Fund Policies Ordinance
- Item #18 – Petty Cash & Cash Change Fund Operating Procedures
- Item #19 – Procurement Card Procedures Policy
- Item #20 – Public Information Policy
- Item #21 – Purchasing Policy & Procedures Manual
- Item #22 – Rules of Procedure
- Item #23 – Travel Policy

A motion to approve the updated policies and procedures as presented was made by Leslie Brown, and seconded by Luke Hollingsworth; and the motion was unanimously approved.

XII. Appointment of Cathy Ratley to Serve as Deputy Clerk to the Board – David Caughron

Chairman Caughron appointed Cathy Ratley to serve as the Authority’s Deputy Clerk to the Board, effective immediately.

XIII. Announcement of Annual Staff Planning Retreat & Request to Cancel July BOD Meeting – Tammy O’Kelley

O’Kelley announced that the Annual Staff Planning Retreat would be held at Pinewood County Club on July 22 – 24, 2019, and that the July Board of Directors meeting be canceled to accommodate the retreat. Chairman Caughron canceled the July meeting and encouraged Board members to participate in the retreat as requested.

XIV. Update on New Mindfulness Coaching Initiative – Tammy O’Kelley & Sam Varner, County Wellness Administrator

O’Kelley stated that while she was in the development stage of the 2019-20 Annual Destination Marketing Plan & Program of Work, she attended the Destinations International CEO Summit where one of the emerging issues was work/life balance. If leaders wants employees to be part of their shared community value, helping them be mindful in reaching both their professional and personal goals must be part of the Authority’s human capital strategy going forward. With that in mind, she reached out to Sam Varner, Randolph County Wellness Administrator. From these meetings, she included in the Work Plan’s Administration section a strategy for 2019-20, “*Foster a thriving work environment that promotes mindfulness and helps employees reach their personal and professional goals providing a more balanced work/life journey;*” and a tactic to hold the leadership team accountable, which says, “*Host monthly staff meetings that foster organization and cross-departmental communications, understanding, problem solving, and information sharing that also incorporate monthly mindfulness coaching sessions with Sam in attendance each month to “kick off” these meetings.*” The official kick-off to this year-long effort of centering our hearts and minds on achieving a better work/life balance will start with the Annual Staff Planning Retreat as mentioned previously.

Sam Varner gave a brief overview of his plans for the upcoming year of meetings and thanked O’Kelley and her team for inviting him be a part of the new Mindfulness Coaching initiative. He is excited to be working with the Authority.

XV. Request to Move August BOD Meeting to Wednesday, August 14, 2019 – Tammy O’Kelley

O’Kelley requested that the August Board of Directors meeting to moved to Wednesday, August 14, 2019, due to a conflict as she will be in Austin, Texas for ESTO (Educational Seminar for Tourism Organizations) August 17-20. Chairman Caughron announced this change in meeting date.

XVI. Finance Reporting – Suzanne Dale

- Finance Report for Month-Ending May 31, 2019
Dale reviewed the year-to-date report on the revenues and expenditures, and analysis of net collections of occupancy tax for month-ending May 31, 2019. See attachment #24.
- Request to Approve Budget Amendment #2019_10
*Dale presented Budget Amendment #2019_10 for approval. See attachment #25
A motion to approve Budget Amendment #2019_10 as presented was made by Rebecca Petty Moffitt, and seconded by Luke Hollingsworth; and the motion was unanimously approved.*

- Employee Heart Fund Report for FYE June 30, 2019 – Amber M. Skeen
Skeen presented a year-to-date report on the Employee Heart Fund. See attachment #26. O’Kelley gave special thanks to the Petty Family for their support of the Employee Heart Fund and all Board members and staff who participate in this effort.

XVII. Hotel Data Reporting – Amber Scarlett, Tourism Manager

- Hotel Data Report for Month-Ending May 31, 2019
Scarlett reviewed the month-ending May 31, 2019 Hotel Data report. See attachment #27.

XVIII. I-73/74 Visitor Centers Data Reporting – Myra Hoover, Visitor Centers Manager

- Attendance Data Comparison Report & Guest Registrants Report for Month-Ending May 31, 2019
Hoover reviewed the month-ending Visitor Centers Data reporting. See attachments 28 & 29.

XIX. Public Relations Reporting – Tammy O’Kelley

This item was pulled from the agenda and will be presented in August.

XX. Request to Adjourn – David Caughron

A motion to adjourn the meeting was made by Ross Holt, and seconded by Luke Hollingsworth; and the motion was unanimously approved. The meeting was adjourned at 3:39 PM.

**NORTH CAROLINA
RANDOLPH COUNTY**



David Caughron, Chairman of the Board



Amber M. Skeen, Clerk to the Board