



POWERED BY | Buncombe County Tourism
Development Authority

Board Meeting

Thursday, March 21, 2024 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Approval of February 28, 2024 Meeting Minutes	Brenda Durden
9:10 a.m.	February 2024 Financial Updates	Mason Scott, Buncombe County
9:15 a.m.	Tourism Product Development Fund Committee Nominations	Brenda Durden
9:20 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:25 a.m.	Business Development Sports Update	Michael Kryzaneck
9:35 a.m.	FY25 Budget Process a. Finance Committee Report b. Trends & Forecasts c. Establish Revenue Forecast	Matthew Lehman Jennifer Kass-Green Matthew Lehman
9:50 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
9:55 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:00 a.m.	Miscellaneous Business	Brenda Durden
10:05 a.m.	Comments from the General Public	Brenda Durden
10:10 a.m.	Adjournment	Brenda Durden

The next joint BCTDA monthly meeting is **Wednesday, April 24, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

The BCTDA's Annual Planning Session will be held on **Friday, March 22, 2024**, 10:00 a.m. to 5:00 p.m., in the Barrel Room of Highland Brewing Company, located at 12 Old Charlotte Highway.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.