

**Buncombe County Tourism Development Authority,
A Joint Meeting of the Public Authority and Nonprofit Corporation
Board Meeting**

Wednesday, April 24, 2019 | 9:00 a.m.
Explore Asheville Convention & Visitors Bureau | 27 College Place | Board Room (1st Floor)

Agenda

9:00 a.m.	Call to Order of the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Jim Muth
9:05 a.m.	Approval of Meeting Minutes a. BCTDA 03.21.19 Annual Planning Retreat Minutes b. BCTDA 03.22.19 Meeting Minutes	Jim Muth
9:10 a.m.	Financial Reports a. March 2019 Financial Statements b. Resolution Appointing a Budget Officer & Finance Officer	Autumn Lyvers Richard Kort
9:20 a.m.	President's Report a. Tourism Management & Investment Plan (TMIP) Update b. African-American Heritage Project Phase I Proposal c. CVB Staff Recap d. Destination Dashboard e. Quick List f. Other Updates	Stephanie Brown
9:40 a.m.	FY 2019-20 Earned Revenue Strategy	Stephanie Brown
9:50 a.m.	Nominating Committee	Jim Muth
9:55 a.m.	Advertising Agency Report a. Creative Concepts Presentation b. Budget Amendment for Production of New Creative	David Rollo, Ashley Keetle, Angie Arner, Frank Cartagena, Rob Rutherford, Darren Borrino; 360i Marla Tambellini
10:45 a.m.	Asheville Buncombe Regional Sports Commission Update	Demp Bradford
11:00 a.m.	Asheville City Council Update	Councilwoman Julie Mayfield
11:05 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
11:10 a.m.	Miscellaneous Business	Jim Muth
11:15 a.m.	Comments from the General Public	Jim Muth
11:20 a.m.	Adjournment	Jim Muth

The next joint BCTDA meeting is on **Wednesday, May 29, 2019**, at 9:00 a.m., in the Board Room of the Explore Asheville Convention & Visitors Bureau. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any questions.

Save the Date!

Explore Asheville's National Tourism Week Summit ~ Tuesday, May 14 ~ 12:00-5:00 p.m. ~ Asheville Renaissance Hotel