



POWERED BY | Buncombe County Tourism Development Authority

Board Meeting

Wednesday, July 26, 2023 | 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.	Thanks to Outgoing BCTDA Chair Kathleen Mosher; Welcome Incoming BCTDA Chair Brenda Durden	Vic Isley
9:10 a.m.	Approval of June 28, 2023 Meeting Minutes	Brenda Durden
9:15 a.m.	June 2023 Financial Reports	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent
9:20 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:40 a.m.	Tourism Product Development Fund - Major Works Pathway a. McCormick Field	Brenda Durden
9:50 a.m.	Business Development – Group Sales Performance & Marketing Update	Michael Kryzaneck; Carli Adams; Colleen Swanson, Meetings Database Institute
10:15 a.m.	Black Cultural Heritage Trail Update	Penelope Whitman, Kimberly Puryear
10:30 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:35 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:40 a.m.	Miscellaneous Business	Brenda Durden
10:45 a.m.	Comments from the General Public	Brenda Durden
10:50 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

Explore Asheville 2023 Summer Social | August 1, 2023, 4:00 – 7:00 p.m. | The Restoration Hotel

The next joint BCTDA monthly meeting is **Wednesday, August 30, 2023**, at 9:00 a.m., in the library of The NC Arboretum, located at 100 Frederick Law Olmsted Way. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

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.