



POWERED BY | Buncombe County Tourism
Development Authority

Board Meeting

Wednesday, January 24, 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 November 29, 2023 Meeting Minutes	Brenda Durden
9:10 a.m.	Financial Updates <ul style="list-style-type: none">a. November 2023 Financial Reportsb. December 2023 Financial Reports	Melissa Moore, Buncombe County Finance Director/BCTDA Fiscal Agent
9:20 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Lodging Performance Reportc. Other Updates	Vic Isley
9:35 a.m.	Strategic Imperatives: Progress Report <ul style="list-style-type: none">a. Second Quarter Review (October 2023 – December 2023 Highlights)	Vic Isley, Dodie Stephens, Michael Kryzaneck, Penelope Whitman, Jennifer Kass-Green
10:00 a.m.	Business Development Performance Report	Michael Kryzaneck; Colleen Swanson, Meetings Database Institute Executive Vice President
10:20 a.m.	Marketing Update	Dodie Stephens
10:40 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:45 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:50 a.m.	Miscellaneous Business	Brenda Durden
10:55 a.m.	Comments from the General Public	Brenda Durden
11:00 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

The Year Ahead | January 31, 2024, 3:00 – 6:00 p.m. | Embassy Suites, 192 Haywood Street, Asheville, NC 28801

The next joint BCTDA monthly meeting is **Wednesday, February 28, 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.

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.