



**Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation**
Explore Asheville— 27 College Place, Asheville

Board Meeting Minutes
Wednesday, January 25, 2023

Present (Voting): Kathleen Mosher, Chair; Brenda Durden, Vice Chair, Andrew Celwyn, Matthew Lehman, HP Patel, Elizabeth Putnam, Larry Crosby, Michael Lusick

Absent (Voting): Scott Patel

Present (Ex-Officio): Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells

Absent (Ex-Officio): None

Buncombe County Finance: Don Warn, Mason Scott

Explore Asheville Staff: Vic Isley, Marla Tambellini, Jennifer Kass-Green, Julia Simpson, Josh Jones, Ashley Greenstein, Holly Watts, Cass Herington, Penelope, Jay Tusa

Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney

In-Person Attendees: Ben Williamson, Peggy Crowe; Buncombe Decides
Jen Hampton, Karli Schwartz, Cap Taylor; Asheville Food & Beverage United
Andrew Paul, Asheville for All
Athena Dygert, Land of the Sky Association of Realtors (LOTSAR)
Luis Carlos Serapio, Asheville Multicultural
Zach Wallace, Asheville Area Chamber of Commerce
Jason Burk, Black Mountain-Swannanoa Chamber of Commerce
John Ellis, Prior BCTDA Board Member
Sam Fann, Princess Anne Hotel
Lacy Cross, Movement Bank
Stu Helm, Stu Helm: Food Fan
Jason Sanford, Ashevegas.com

Online Attendees: Mickey Poandl, Khal Khoury, Charlie Reed, Maggie Gregg, Emily Crosby, Carli Adams, Whitney Smith, Elizabeth White, McKenzie Provost, Kathryn Dewey, John Dawson, Connie Holliday; Explore Asheville Staff
Timothy Love, Buncombe County
Lydia Carrington, BruceMont Communications
Megan Shields, Koree Case; MMGY Global
Jim Muth, TPDF Committee
Carlos Romero, Mestizo Brands
Kit Cramer, Asheville Area Chamber of Commerce
Chelsey Hett, Love the Green Real Estate Consulting Firm
Grey Hallock, Kim King; WLOS
Billy Cooney, Urban3
Chris Smith, Asheville Buncombe Regional Sports Commission
Sarah Kilgore, Kessler Collection
Garrett Raczek, Thrive Asheville

Executive Summary of Meeting Minutes

- Mosher called the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:00 a.m.
- Commissioner Terri Wells was welcomed to the BCTDA. Introductions were made around the room.
- Minutes from the November 30, 2022, BCTDA meeting were approved with an 8-0 vote.
- The November 2022 financial reports were reviewed and approved with an 8-0 vote.
- The December 2022 financial reports were reviewed and approved with an 8-0 vote.
- Jennifer Kass-Green provided an FY23 revenue update.
- With an 8-0 vote, Matthew Lehman, HP Patel, Chip Craig, and Kathleen Mosher were appointed to the BCTDA Finance Committee.
- Vic Isley provided her President & CEO's report.
- Meeting locations were announced for the March 24, 2023, BCTDA Annual Planning Session and June 28, 2023, joint regular meeting of the BCTDA.
- Marla Tambellini provided a marketing update.
- Updates from Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Terri Wells were heard.
- Public comments were heard.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:25 a.m.

Call to Order of the Joint BCTDA Meeting

Mosher called the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority, and BCTDA, a Nonprofit Corporation, to order at 9:00 a.m.

Mosher said the meeting was being livestreamed. She noted that the agenda and meeting documents are on AshevilleCVB.com and were emailed to everyone who registered via Zoom by 8:00 a.m. She said additional materials, including the PowerPoint, would be posted on the website after the meeting.

Mosher welcomed new ex-officio board member Commissioner Terri Wells, who replaced Commissioner Robert Pressley.

Approval of Meeting Minutes

Crosby made a motion to approve the November 30, 2022, regular meeting minutes as presented. Lehman seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 8-0.

Financial Reports

Mosher announced that Don Warn would be leaving Buncombe County for another position. Mosher thanked Warn for his service as the BCTDA Fiscal Agent. Warn introduced Buncombe County Assistant Finance Director Mason Scott who will serve as interim BCTDA Fiscal Agent.

November 2022 Financial Reports

Warn then presented the November 2022 financial reports. HP Patel raised a question about a discrepancy between the total revenue summary and the total lodging sales; it was noted that the nominal difference may be a result of late payments or the county's administrative fee. There was a brief discussion about booking sites paying occupancy taxes in aggregate to the county and the possibility of auditing; there was no request for action or follow-up.

Durden then made a motion to approve the November 2022 financial reports as presented, and Celwyn seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

December 2022 Financial Reports

Mason Scott presented the December 2022 financial reports. There were no questions.

Putnam made a motion to approve the December 2022 financial reports as presented, and Crosby seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

FY23 Revenue Forecast Update

Jennifer Kass-Green, vice president of culture and business affairs for Explore Asheville, reviewed the lodging tax forecast that was presented in spring of 2022. At the time, three scenarios were considered (an upside, a baseline, and a downside) based on revenue projections from Tourism Economics. At that time the revenue forecast for FY23 was set to \$40.8 million.

Kass-Green reported that after five months of collections, the year-to-date actuals are \$17.3 million, and the revenue forecast has been updated to \$36.6 million. Kass-Green said no action was required today. She noted that budgeted expenses for FY23 required using \$2 million from fund balance; if revenues trend as projected and no expense adjustments are made, an additional \$2.8 million from fund balance would be required. Isley reiterated no decision was required today and that an updated expense forecast would be reviewed in February.

BCTDA Finance Committee Appointments

Mosher said this year's BCTDA Finance Committee members are appointed as follows: Matthew Lehman (committee chair), HP Patel, Chip Craig, and herself (as BCTDA chair).

Lusick made a motion to approve the BCTDA Finance Committee appointments as presented. Durden seconded the motion. There was no discussion; with all in favor, the motion carried 8-0.

President & CEO Report

Vic Isley presented annual lodging occupancy for 2022 and visitor spending trends from 2021 to 2022. Isley shared supply and demand for hotel rooms and vacation rentals, showed implications of the Asheville Hotel Moratorium, and provided a market comparison of hotel rooms per capita.

Isley recapped The Year Ahead event, including information about hotel openings in 2023, upcoming festivals, and Asheville Superstar Award recipients Congressman Chuck Edwards, Senator Julie Mayfield, and Senator Warren Daniel.

Isley noted Tourism Product Development Fund (TPDF) annual reports will be reviewed in February and a Legacy Investment from Tourism (LIFT) Fund workshop will be conducted during the BCTDA Annual Planning Session.

Isley announced that the March 24 BCTDA Annual Planning Session will be at The Grand Bohemian and the June 28 regular BCTDA meeting will be at UNC-Asheville Sherrill Center.

Isley concluded her report with a reminder that the Monthly Highlights and Destination Performance reports are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

Marketing Update

Marla Tambellini, senior vice president of marketing for Explore Asheville, provided updates on recent promotions, storytelling and brand evolution, upcoming content partnerships and collaborations, event plans, and the 2023 visitor guide release.

Asheville City Council Update

Vice Mayor Kilgore reported on recent city-related business, including the authorization of a community reparations audit, water outages investigation, collaboration with the Buncombe County Sheriff's office allowing access to surveillance cameras, and the National Association to End Homelessness (NAEH) presentation of recommendations planned for later in the day.

Buncombe County Commission Update

Commissioner Wells reported on recent county-related business, including bond implementation efforts, the December budget retreat and focus area identification, and the NAEH presentation.

Miscellaneous Business

There was no miscellaneous business discussed at this meeting.

Comments from the General Public

Call-In Public Comments

Mosher said members of the public could sign up to call in comments during the in-person BCTDA meeting. She reported that no requests to virtually speak had been received as of the January 24 registration deadline at 12:00 p.m.

In-Person Public Comments

Mosher said upon arrival to the BCTDA meeting, anyone who indicated a desire to make public comments completed the public comment sign-in sheet, affirming that they read, understood, and agreed to abide by the Rules of Decorum.

Concerns about affordable housing for hospitality workers were heard from Carli Schwartz, Ben Williamson, Peggy Crowe, Jen Hampton, Andrew Paul, and Athena Dygert. Gratitude for the expansion of the use of lodging tax dollars and advocacy for utilizing the LIFT Fund for workforce housing were expressed.

Luis Carlos Serapio asked for increased Latinx representation in marketing and availability of information in Spanish.

The board thanked commenters for attending and sharing their perspectives.

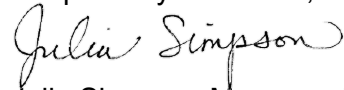
Adjournment

Lusick moved to adjourn the meeting, and HP Patel seconded the motion. With all in favor, the motion carried 8-0 The meeting adjourned at 10:25 a.m.

The PowerPoint presentation and relevant documents are on file with Explore Asheville and are posted on AshevilleCVB.com.

The next joint BCTDA meeting will be held on Wednesday, February 22, 2023, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,



Julia Simpson, Manager, Executive & Strategy