



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

Explore Asheville-- 27 College Place, Asheville

Board Meeting Minutes

Wednesday, March 23, 2023

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair, Matthew Lehman, HP Patel, Elizabeth Putnam, Larry Crosby, Michael Lusick, Scott Patel, Andrew Celwyn
- Absent (Voting):** None
- Present (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
- Absent (Ex-Officio):** None
- Staff:** Vic Isley, Jennifer Kass-Green, Julia Simpson, Josh Jones, Ashley Greenstein, Penelope Whitman, Marla Tambellini, Mike Kryzaneck, Tiffany Thacker, Kimberly Puryear, Anna Harris
- BC Finance:** Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Chris Corl, City of Asheville
Chris Smith, Asheville Buncombe Regional Sports Commission
Jason Burk, Black Mountain-Swannanoa Chamber of Commerce
- Online Attendees:** Mickey Poandl, Tina Porter, Sha'Linda Pruitt, Emily Crosby, McKenzie Provost, Maggie Gregg, Charlie Reed, Whitney Smith; Explore Asheville Staff
Tim Love, Buncombe County
Jim Muth, TPDF Committee
Madison Davis, Asheville Buncombe Regional Sports Commission
Stu Helm, Asheville Food Tours
Sarah Kilgore, Kessler Collection
Diane Rogers, Pinecrest B&B
John Ellis, Prior BCTDA Board Member
Koree Case, MMGY Global

Executive Summary of Meeting Minutes

- Mosher called to order the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, at 9:00 a.m. Introductions were made around the room.
- Minutes from the February 22, 2023, BCTDA meeting were approved with an 9-0 vote.
- The February 2023 financial reports were reviewed and approved with an 9-0 vote.
- Vic Isley provided her President & CEO's report.
- A Finance Committee report was heard. With a 9-0 vote, the revenue objective for the BCTDA's FY24 budget was set at \$39.6 million, which will result in a BCTDA revenue forecast of \$37.6 million.
- Asheville's Vice Mayor Sandra Kilgore and Commissioner Terri Wells provided updates.
- Celwyn presented miscellaneous business to the board.
- With an 9-0 vote, the BCTDA meeting adjourned at 9:51 a.m.

Call to Order of the Joint BCTDA Meeting

Mosher called to order the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority, and BCTDA, a Nonprofit Corporation, 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. Additional materials, including the PowerPoint, are posted after the meeting.

Introductions were made around the room.

Approval of Meeting Minutes

Lusick made a motion to approve the February 22, 2023, regular meeting minutes. Celwyn seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 9-0.

Financial Reports

Mason Scott, BCTDA Interim Fiscal Agent, presented the February 2023 financial reports. There were no questions.

Putnam made a motion to approve the February 2023 financial reports as presented. Durden seconded the motion. A vote was taken; with all in favor, the motion carried 9-0.

President & CEO Report

Vic Isley presented lodging occupancy and room demand for February compared to previous years. Isley then shared that Explore Asheville was reaccredited with distinction through Destination International's Destination Management Accreditation Program (DMAP).

Isley announced Celwyn's second term would end later this year. She said the application deadline for that city-appointed seat is April 30 and explained changes to the appointment cycle. The vacancy must be filled by an owner of a restaurant, brewery, distillery, or winery open for tours/tasting, or an executive director of a ticketed arts organization. Isley noted the application link is posted on the city's website and will be shared in the Tourism Community Update email.

Isley concluded her report with a reminder that the Monthly Highlights and Destination Performance reports are posted on AshevilleCVB.com.

FY24 Budget Process

Finance Committee Report

Matthew Lehman, treasurer of the nonprofit and BCTDA Finance Committee chair, said that the Finance Committee, consisting of HP Patel, former BCTDA member Chip Craig, Kathleen Mosher (ex-officio), and himself, met on March 6. They reviewed scenarios and trends to help formulate an FY24 lodging tax revenue forecast recommendation. The committee has plans to meet again in April and May.

Trends & Revenue Forecasts

Jennifer Kass-Green presented three scenarios that the Finance Committee discussed, and outlined trends and variables that could impact next year's revenue collections. The three scenarios— guided by Tourism Economics— included an upside, baseline, and downside. Kass-Green presented revenue forecasts for each scenario and gave comparisons to previous years.

Kass-Green also noted an anticipated increase in the county's administrative support fee from 1.5% to 5% and explained how this change impacted the FY24 revenue forecast.

Year	Total Occupancy Taxes	Current County Admin Fee: 1.5%	New County Admin Fee: 5%	BCTDA Revenue
FY23 Projected	\$37.6M	\$564K	-	\$37.0M
FY24 Projected	\$39.6M	-	\$2.0M	\$37.6M

All clarifying questions were answered about the committee's recommendation and rationale. There was a brief discussion about the utilization of the county's administrative fee.

FY24 Revenue Forecast

Lehman said based on the forecast information reviewed and presented, the Finance Committee recommends establishing the FY24 total lodging tax revenue forecast at \$39.6 million, which translates to a revenue forecast of \$37.6 million for BCTDA. There were no additional questions.

Crosby made a motion to accept the recommendation of the BCTDA's Finance Committee and establish the FY24 lodging tax revenue forecast at \$39.6 million, which will result in a BCTDA revenue forecast of \$37.6 million. Lusick seconded the motion. There was no discussion and with all in favor, the motion carried 9-0.

Asheville City Council Update

Vice Mayor Kilgore reported on recent city-related business, including the city's commitment to fund renovations of McCormick Field; Kilgore mentioned that the BCTDA may lend support.

Buncombe County Commission Update

Commissioner Wells reported on recent county-related business, which also included a vote of approval for funding McCormick Field renovations.

Miscellaneous Business

Mosher asked if any board members had miscellaneous business to discuss.

Celwyn addressed the board about the potential multi-year funding commitment of McCormick Field; Isley explained what is anticipated and said the board would refer any request to the Tourism Product Development Fund (TPDF) Committee for evaluation before any BCTDA action was taken. Brief discussion followed.

Celwyn also suggested that Explore Asheville consider supporting the Asheville Police Department and Sheriff's Department with recruitment, lending marketing expertise or funding. Isley agreed to reach out to discuss.

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 March 22 deadline at 12:00 p.m.

In-Person Public Comments

No one signed up to share in-person public comments at this meeting.

Adjournment

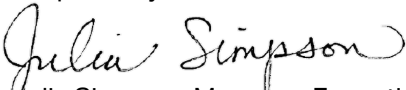
Celwyn moved to adjourn the meeting, and HP Patel seconded the motion. With all in favor, the motion carried 9-0. The meeting adjourned at 9:51 a.m.

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

The BCTDA Annual Planning Session will be held on Friday, March 24, 2023, beginning at 8:30 a.m., at Grand Bohemian, located at 11 Boston Way in Asheville.

The next joint BCTDA meeting will be held on Wednesday, April 26, 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