

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

Explore Asheville Convention & Visitors Bureau – 27 College Place, Asheville

Board Meeting Minutes

Wednesday, June 27, 2018

- Present (Voting):** Jim Muth, Chair; Gary Froeba, Vice Chair; Leah Ashburn, Andrew Celwyn, Chip Craig, Himanshu Karvir, John McKibbon, Paula Wilber
- Absent (Voting):** John Lockett
- Present (Ex-Officio):** Asheville City Councilmember Julie Mayfield
Buncombe County Commissioner Joe Belcher
- Absent (Ex-Officio):** None
- BC Finance:** Jennifer Durrett
- Advertising Agency:** No one was present from the Peter Mayer Agency
- CVB Staff:** Stephanie Brown, Marla Tambellini, Glenn Cox, Pat Kappes, Dianna Pierce, Jonna Reiff, Justine Tullos
- CVB Staff Absent:** None
- Guests:** John Ellis, BCTDA Finance Committee
Bob McMurray, Black Mountain-Swannanoa Chamber
Mya Ward, CAYLA Intern, T.C. Roberson High School
Jane Anderson, Beth Edwards; Asheville Independent
Restaurant Association
Tina Kinsey, Asheville Regional Airport
Dawn Chavez, Asheville Greenworks
Dillon Davis, Asheville Citizen-Times
Jackson Tierney, Homestay Permit Holder
Timothy Sadler, Hemp & Heal

Executive Summary of Meeting Minutes

- Chairman Muth called the joint meeting of the BCTDA, Public Authority and Nonprofit Corporation, to order at 9:06 a.m.
- Chairman Muth called the public budget hearing to order at 9:07 a.m., and with no one requesting to provide input on the proposed budgets, the hearing closed and the regular meeting of the BCTDA began.

- Minutes from the May 30, 2018 BCTDA regular meeting were approved with an 8-0 vote.
- The May 2018 financial reports were reviewed and approved with an 8-0 vote.
- In her President's Report, Ms. Brown reviewed recent Explore Asheville CVB activities.
- The nominating committee presented a slate which was accepted, with an 8-0 vote. The BCTDA reappointed Jim Muth as Chair, Gary Froeba as Vice Chair, and Chip Craig as Treasurer of the board for one-year terms, effective July 1, 2018.
- An amendment to extend the completion date for The Wortham Center's TPDF contract was approved with an 8-0 vote.
- Ms. Kappes provided a brief update on the 2018 TPDF funding cycle.
- Ms. Tambellini shared a PowerPoint presentation highlighting progress on three ongoing marketing initiatives.
- A revised ordinance adopting the BCTDA's FY 2018-19 Operating, Tourism Product Development Fund Administrative, and Earned Income budgets was approved with an 8-0 vote.
- Councilwoman Mayfield and Mr. Karvir shared a PowerPoint presentation highlighting the components and benefits of the Blue Horizon Project, an initiative of the Energy Innovation Task Force.
- Updates from Asheville City Councilwoman Julie Mayfield and Buncombe County Commissioner Joe Belcher were heard.
- Under Miscellaneous Business, Ms. Kappes and Chairman Muth encouraged board members to attend upcoming CVB events. Timothy Sadler and Dawn Chavez shared remarks under Comments from the General Public.
- The joint meeting of the BCTDA, Public Authority and Nonprofit Corporation, adjourned at 10:58 a.m.

Call of the Joint BCTDA Meeting to Order

Chairman Muth called the joint meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:06 a.m. and welcomed everyone. He introduced Mya Ward, the CVB's high school intern from the City of Asheville's Youth Leadership Academy (CAYLA) program, recognized Ms. Brown's 6-year anniversary with the Explore Asheville Convention & Visitors Bureau (CVB), and acknowledged the 35-year anniversary of the legislation that established the BCTDA and Buncombe County's occupancy tax.

The visitors in attendance introduced themselves.

Call of Public Budget Hearing to Order

Chairman Muth called the public hearing to review the BCTDA's proposed FY 2018-19 budget to order at 9:07 a.m. He asked if there was anyone present who would like to comment on the budget. As no one in attendance at the meeting requested to be heard, Chairman Muth closed the public budget hearing.

Approval of Meeting Minutes

Mr. Celwyn made a motion to approve the May 30, 2018 regular meeting minutes as presented. Ms. Ashburn seconded the motion. There was no discussion and with all in favor, the motion carried 8-0.

The minutes are on file with the Explore Asheville Convention & Visitors Bureau (CVB).

Financial Reports

May 2018 Financial Reports

Ms. Durrett reviewed the May 2018 financial reports. Occupancy tax revenue received in May for April sales totaled \$1,518,964. May expenditures totaled \$736,567. YTD revenue exceeded expenditures (including appropriated fund balance) by \$5,353,976 and includes eleven months of expenditures and ten months of revenue. May expenditures for Administration: \$7,121; Professional Services/Contract: \$162,836; Staff & Facilities: \$4,167; General Tourism (excludes media buys): \$75,689; Net Media: \$455,799; Motorcoach Sales: \$295; Meetings and Conventions: \$20,490; Convention Services: \$3,125; Marketing/Public Affairs: \$1,834; Marketing/Public Relations: \$2,934; International: \$0; Public Affairs: \$278; Event Grants Program: \$2,000.

There is currently \$4,622,896 in undedicated funds in the Tourism Product Development Fund (TPDF).

Ms. Durrett answered all questions related to the financial statements.

Mr. Karvir made a motion to approve the May 2018 financial reports as presented. Mr. McKibbon seconded the motion. There was no discussion and with all in favor, the motion carried 8-0.

The financial reports are on file with the Explore Asheville Convention & Visitors Bureau.

President's Report

In her President's Report, Ms. Brown shared recent Explore Asheville CVB activities and highlights included:

- Ms. Brown thanked Commissioner Belcher for his help in securing fields owned by Buncombe County to be able to execute the annual Asheville Lacrosse Classic.
- Ms. Brown recognized the entire Explore Asheville CVB team for a successful first year as an independent organization, noting that even with transition and relocation challenges, staff successfully implemented an aggressive program of work. She commended the CVB's operations team of Ms. Reiff and Justine Tullos, who also managed the CVB's conversion to Workday, Buncombe County's new financial management system.

- Ms. Brown said the transition to fully implement the Workday platform continues and the FY 2018-19 budget ordinance being presented by Mr. Craig later in the meeting has been revised from the one presented in May to convert it to the new budget format.
- Progress continues on the DestinationNEXT project, and the CVB has been divided into three teams that will give internal presentations of recommended strategies to work towards developing a new strategic plan.
- Ms. Brown shared a handout showing the dashboard created by Web Manager Elizabeth White, which interactively compiles data collected in AirDNA reports.
- The BCTDA is a premier sponsor of the Chamber's annual meeting and Ms. Brown will speak about the benefits of visitor spending and show the [Faces of Tourism](#) video to the 650 community leaders who will be in attendance.
- A brief discussion took place on bookings related to the Tryon World Equestrian Games.

During and after her report, Ms. Brown answered all related questions. Chairman Muth thanked her for the update.

CVB Staff Recap, Visitor Index, Quick List

The CVB Staff Recap, Visitor Index and Quick List are posted with other meeting materials on [ExploreAshevilleCVB.com](#).

BCTDA Nominating Committee

Ms. Ashburn said she and Mr. Karvir were appointed to serve as the BCTDA's nominating committee and they are pleased to report that the board members who currently serve as the BCTDA chair, vice chair, and treasurer are all eligible and willing to serve another year in those roles.

On behalf of the nominating committee, Ms. Ashburn presented the following nominations, effective for a one-year term beginning July 1, 2018:

BCTDA Chair: Jim Muth
BCTDA Vice Chair: Gary Froeba
BCTDA Treasurer: Chip Craig

Mr. McKibbon made a motion to approve the nominations as presented. Mr. Celwyn seconded the motion. There was no discussion and with all in favor, the motion carried 8-0.

Chairman Muth thanked Ms. Ashburn and Mr. Karvir for serving on the BCTDA's Nominating Committee.

TPDF Project Update

Contract Amendment for The Wortham Project

Ms. Kappes reported that the Diana Wortham Theatre project is moving along and renovations to the main theatre have been completed, however, due to other construction delays within the building, the project will not be completed by the March 2019 contract date. She said a six-month extension is being recommended by staff, which will allow for a few extra months beyond the revised anticipated completion date.

Mr. Craig made a motion to approve a Tourism Product Development Fund contract extension for The Wortham Project, from the original March 31, 2019 completion date, to a September 30, 2019 completion date. Mr. Karvir seconded the motion. There was no discussion and with all in favor, the motion carried 8-0.

2018 TPDF Funding Cycle Update

Ms. Kappes said 11 applications were received in Phase I of the 2018 TPDF funding cycle and, after review by the TPDF Committee, nine of those projects were invited to participate in Phase II. A list of the applications received was provided in the board books.

Chairman Muth thanked Ms. Kappes for the report.

Marketing Update

Ms. Tambellini shared a PowerPoint presentation focusing on three ongoing marketing initiatives and highlights included:

- The BCTDA's sponsorship of the Tryon World Equestrian Games includes Asheville as the preferred destination in addition to being featured on the cover of the WEG Destination Guide. Ms. Tambellini also presented other elements of the sponsorship, which was purchased with an objective of stimulating overnight lodging demand in Asheville during this world-class event taking place September 11–23, 2018.
- Ms. Tambellini reviewed the three-phase approach staff will follow to undergo an advertising agency review process. She said the anticipated timeline for the process is July through October, with a decision being made shortly thereafter resulting in a new contract being in place as of January 1, 2019.
- Ms. Tambellini reviewed steps the CVB has taken to date to be in compliance with the General Data Protection Regulation (GDPR), the legal framework that sets guidelines for the online collection and processing of personal information of individuals within the European Union. She said Web Manager Elizabeth White is the point person on oversight and data protection for the CVB.

During and after her presentation, Ms. Tambellini answered all related questions. Chairman Muth thanked her for the report.

The PowerPoint presentation is on file with the Explore Asheville Convention & Visitors Bureau.

Approval of Proposed BCTDA FY 2018-19 Operating Budget, Tourism Product Development Fund Administrative Budget, and Earned Revenue Budget Ordinance

On behalf of the BCTDA's finance committee, Mr. Craig presented the FY 2018-19 budget ordinance for review and shared the following points:

- Buncombe County transitioned to a new financial management and payroll system on April 1. For the past six months, the CVB staff has been learning the program while simultaneously establishing the new code hierarchy. The prior system, Lawson, used a numeric hierarchy of budget codes. The new system, Workday, uses strings of words to code expenses.
- Staff has managed this year's budget in two systems. The CVB began its FY 2018-19 budget process in January, before the transition, therefore, the new budget had to be developed in Lawson and then transferred to Workday – making it necessary to present a revised budget ordinance today.
- CVB staff worked with Buncombe County Finance to prepare the revised budget ordinance, which is found in the board books and was emailed by Ms. Brown earlier this week.
- The budget and program of work that was presented at the May 30 meeting has not changed; only the names of the categories and the coding hierarchy are different.
- The budget has been available for inspection and feedback since it was presented at the May 30 BCTDA meeting. A legal notice for today's public hearing ran in the May 27 issue of the Asheville Citizen-Times, meeting North Carolina's 30-day notice requirement.

There were no questions asked of Mr. Craig.

On behalf of the BCTDA's finance committee, Mr. Craig made a motion to approve the revised budget ordinance as presented, adopting the BCTDA FY 2018-19 Operating Budget in the amount of \$17,445,461, the TPDF Admin Budget in the amount of \$331,950, and the Earned Income Budget in the amount of \$250,000. Mr. Celwyn seconded the motion. There was no discussion and with all in favor, the motion carried 8-0.

The budget ordinance will be executed by Chairman Muth and kept on file with the Explore Asheville Convention & Visitors Bureau and Buncombe County Finance Department.

Energy Innovation Task Force Report

Councilwoman Mayfield said the BCTDA has been represented on the Energy Innovation Task Force (EITF) for the past two years by Mr. Karvir. She shared a [video highlighting the Blue Horizons Project](#), which is an initiative of the EITF, organized by the City of Asheville, Buncombe County and Duke Energy, and local government and community stakeholders and clean energy advocates. The Blue Horizons Project was developed to enlist public support and provide easy access to resources that allow everyone to be a part of creating a clean energy future for the Asheville area.

Councilwoman Mayfield shared a PowerPoint presentation that shared the goals of the project, a timeline of events leading up to its debut, and how implementation the programs will help to lower peak energy demand, reduce energy costs for people and businesses, and defer the need to build another power plant in the area.

During and after the presentation, Councilwoman Mayfield and Mr. Karvir answered all related questions. They encouraged everyone to spread the word to affiliated organizations and their employees. Ms. Brown offered to host an upcoming CVB Partner Forum on the Blue Horizons Project.

The PowerPoint presentation is on file with the Explore Asheville Convention & Visitors Bureau. More information and links to resources may be found at BlueHorizonsProject.com.

Asheville City Council Update

Councilwoman Mayfield reported on city-related business, including passage of the FY 2019 budget, a new pilot program with local firefighters responding to some downtown calls instead of police, likely changes to existing short-term rental regulations, progress on the I-26 connector, and the search for a new city manager.

Chairman Muth thanked Councilwoman Mayfield for the update.

Buncombe County Commission Update

Commissioner Belcher reported on county-related business, including his attendance at a hospitality camp, passage of the FY 2019 budget, and the hiring of an interim county manager.

Chairman Muth thanked Commissioner Belcher for his report.

Comments from the General Public

Timothy Sadler spoke and commended everyone involved with the Blue Horizons Project. He said the community could benefit from developing a similar effort for or hosting a charrette centered on reducing living expenses. Councilwoman Mayfield said Eagle Street Market is now open and she encouraged board members to let their employees know about the apartments that are available with reduced rental rates.

Dawn Chavez, Executive Director of Asheville Greenworks, spoke about the organization's mission and main areas of focus, noting the efforts positively impact visitor experiences.

Miscellaneous Business

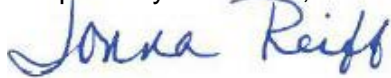
Ms. Kappes encouraged board members to attend the CVB's Summer Social on July 25, from 4-6 p.m. at the Wedge at Foundation. She said the CVB is participating in a backpack drive for United Way and attendees will be encouraged to donate towards this worthy cause.

Chairman Muth encouraged everyone to mark their calendars for the BCTDA's Annual Meeting scheduled Wednesday, September 19, from 3-6 p.m., in the Seely Pavilion at The Omni Grove Park Inn.

Adjournment

Chairman Muth adjourned the meeting at 10:58 a.m. The BCTDA will next meet on Wednesday, July 25, 2018, at 9:00 a.m., in the Boardroom of the Explore Asheville Convention & Visitors Bureau.

Respectfully submitted,

A handwritten signature in blue ink that reads "Jonna Reiff". The signature is written in a cursive, flowing style.

Jonna Reiff, Executive Operations Manager