

Explore ASHEVILLE

Buncombe County Tourism Development Authority

**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 29, 2022

- Present (Voting):** Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Leah Ashburn, Michael Lusick, HP Patel
- Absent (Voting):** Kathleen Mosher, Chair; Matthew Lehman, Scott Patel
- Present (Ex-Officio):** Buncombe County Commissioner Robert Pressley
- Absent (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
- CVB Staff:** Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Kathi Petersen, Jonna Sampson, Julia Simpson, Glenn Ramey
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Lisa Raleigh, RiverLink
Jane Anderson, Area Resident
Roy Harris, Area Resident
- Online Attendees:** Matthew Lehman, BCTDA Member
Carli Adams, Maggie Gregg, Khal Khoury, Tina Porter, Sha'Linda Pruitt, Charlie Reed, Whitney Smith; Explore Asheville Staff
Kit Cramer, Zach Wallace; Asheville Area Chamber of Commerce
Tina Kinsey, Asheville Regional Airport
Timothy Love, Buncombe County
Jim Muth, TPDF Committee
Stephanie Moore, Center for Craft/TPDF Committee
Rick Bell, Engadine Inn
Chip Craig, Greybeard Realty and Rentals
Kim Lenox, MMGY Global
John Ellis, Prior BCTDA Board Member
Lacy Cross, Movement Bank
John Boyle, Asheville Citizen-Times
Sunshine Request

Executive Summary of Meeting Minutes

- Vice Chairwoman Durden called the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m. Introductions were made around the room.
- Minutes from the May 25, 2022 BCTDA meeting were approved with a 6-0 vote.
- The May 2022 financial statements were reviewed and approved with a 6-0 vote.
- Ms. Isley provided her President & CEO's report.
- The public hearing on the FY23 BCTDA budget ordinance opened and closed with no members of the public requesting an opportunity to speak.
- The budget ordinance adopting the BCTDA's FY23 operating, earned revenue, and Tourism Product Development Fund administrative budgets was approved with a 6-0 vote.
- Ms. Ashburn presented a slate of FY23 officer nominations, which was approved with a 6-0 vote.
- A brief update from Buncombe County Commissioner Robert Pressley was heard.
- Mr. Celwyn shared a comment under Miscellaneous Business.
- Public comments from Roy Harris were received.
- With a 6-0 vote, the BCTDA meeting adjourned at 9:30 a.m.

Call of the Joint BCTDA Meeting to Order

Vice Chairwoman Durden called the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:01 a.m.

Vice Chairwoman Durden said the meeting is being live-streamed and, for remote viewers, the agenda and meeting documents are provided on [AshevilleCVB.com](https://www.ashevillecvb.com). She added the documents were also emailed to everyone who registered via Zoom by 8:00 a.m. this morning and additional materials, including the PowerPoint, will be posted on the website after the meeting.

Introductions were made around the room.

Approval of Meeting Minutes

Ms. Ashburn made a motion to approve the May 25, 2022, regular meeting minutes as presented. Mr. HP Patel seconded the motion. There was no discussion and with all in favor, the motion carried 6-0.

May 2022 Financial Reports

Mr. Warn reviewed the May 2022 financial reports. There were no questions.

Ms. Ashburn made a motion to approve the May 2022 financial reports as presented and Mr. Crosby seconded the motion. A vote was taken and with all in favor, the motion carried 6-0.

President & CEO Report

Ms. Isley encouraged everyone to register to attend the upcoming [Explore Asheville 2022 Summer Social](#) on July 12 at Marquee in the River Arts District.

Ms. Isley reviewed recent lodging and airport traffic metrics and provided comparisons to prior years. In response to a question from Mr. Celwyn asking about the number of rooms represented in the stats she provided, Ms. Isley said she will provide volume numbers at next month's meeting.

Ms. Isley reviewed how increased gas prices are affecting American travel plans. She then said the bill that includes Buncombe County's proposed occupancy tax changes, sponsored by Senators Edwards, Daniel, and Mayfield, has been approved by the Senate and is being reviewed by the House Rules Committee. Ms. Isley noted that since it is a local bill, it will go into effect on the date it is passed by the House.

Ms. Isley concluded her report by mentioning the Monthly Highlights and Destination Performance reports are posted on [AshevilleCVB.com](#).

Vice Chairwoman Durden thanked Ms. Isley for the report.

Public Hearing on Proposed BCTDA FY23 Budget

Vice Chairwoman Durden said at the May 25 BCTDA meeting, two proposed budget ordinances were presented, representing two different percentage scenarios based on current and pending legislation. She said the board approved a motion for the public hearing to take place at the June 29 meeting, and the budget ordinances have been posted on AshevilleCVB.com since the May meeting. Vice Chairwoman Durden added a legal notice publicizing the budget hearing was published in the print and online editions of the Asheville Citizen-Times on May 29, 2022.

As chair of the BCTDA Finance Committee, Ms. Ashburn said as reported last month, if the pending legislative changes pass, the occupancy tax allocation would change from a 75%/25% Operating/TPDF split to a two-thirds/one-third split. She noted leadership in the local hotel community has been advocating for this change. Ms. Ashburn said that because the law as it currently stands requires us to apportion the occupancy tax at the 75%/25% split level, the public hearing is on the budget ordinance that complies with current law. As Ms. Isley previously noted, the Buncombe County occupancy tax provision passed the North Carolina Senate yesterday through House Bill 1057. It was then read in the House and referred to the House Rules Committee. If the provision passes the House and becomes law, staff will come back to the board at the July meeting with a budget amendment that complies with the new law implementing the two-thirds/one-third split, which will be retroactive to the bill's effective date.

Mr. Warn confirmed that it is necessary to get the budget ordinance under the current legislation approved today and have an amendment approved at the July meeting to retroactively change the occupancy tax allocation.

Ms. Ashburn presented the budget ordinance establishing the BCTDA's FY23 operating budget in the amount of \$30,604,500, the Tourism Product Development Fund administrative budget in the amount of \$415,000, and the earned revenue budget in the amount of \$225,000.

Vice Chairwoman Durden opened the public hearing on the proposed FY23 budget ordinance at 9:17 a.m. Ms. Isley said no one from the public signed-up to provide input on the budget. Vice Chairwoman Durden closed the budget hearing at 9:18 a.m.

Approval of Proposed BCTDA FY23 Budget Ordinance

Mr. Crosby made a motion to approve the FY23 budget ordinance as presented and Ms. Ashburn seconded the motion. There was no discussion and with all in favor, the motion carried 6-0. The signed budget ordinance is provided below.

<u>ORDINANCE # 06.29.22</u>	
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY	
NORTH CAROLINA	
BUDGET ORDINANCE	
FISCAL YEAR 2022-2023	
BOARD MEETING DATE: <u>June 29, 2022</u>	
BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 29th day of June, 2022:	
Section 1: The following amounts are hereby appropriated and revenues estimated to be available in the Operating Fund for the operation of the Buncombe County Tourism Development Authority and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:	
APPROPRIATION	
Salaries and Benefits	\$ 3,635,000
Marketing	23,210,500
Group Sales	2,209,000
Community Engagement	300,000
Administration & Facilities	1,250,000
TOTAL APPROPRIATION:	<u>\$ 30,604,500</u>
REVENUE	
Occupancy Tax Revenue	\$ 30,604,500
TOTAL APPROPRIATION:	<u>\$ 30,604,500</u>
Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Tourism Product Development Fund for the operation of the Buncombe County Tourism Development Authority's Tourism Product Development Fund Administration Budget and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:	
APPROPRIATION	
Product Development Administration	\$ 190,000
Wayfinding Administration	225,000
TOTAL APPROPRIATION:	<u>\$ 415,000</u>
REVENUE	
Occupancy Tax Revenue	\$ 415,000
TOTAL APPROPRIATION:	<u>\$ 415,000</u>

Section 3: The following amounts are hereby appropriated and revenues estimated to be available in the earned income fund for the operation of the Buncombe County Tourism Development Authority's Earned Revenue Budget and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:

APPROPRIATION	
Local Support from Earned Revenue	\$ 225,000
TOTAL APPROPRIATION:	<u>\$ 225,000</u>
REVENUE	
Earned Revenue	\$ 183,000
Fund Balance - Committed for Event Support Program	\$ 42,000
TOTAL APPROPRIATION:	<u>\$ 225,000</u>

ATTEST:

TOURISM DEVELOPMENT AUTHORITY FOR
FOR THE COUNTY OF BUNCOMBE:


Jonna Sampson, Executive Operations Manager

By: 
Brenda Durden, BCTDA Board Vice Chair

Nominating Committee

On behalf of the BCTDA Nominating Committee, consisting of Mr. Crosby, Mr. Himanshu Karvir, and herself as chair, Ms. Ashburn presented the following slate of FY23 officer nominations:

BCTDA Chair: Kathleen Mosher (second year of a two-year term)
BCTDA Vice Chair: Brenda Durden (second year of a two-year term)
Treasurer (BCTDA Nonprofit only): Matthew Lehman

Mr. Celwyn made a motion to approve the nominations for FY23 officers for BCTDA Chair, BCTDA Vice Chair, and Treasurer of the BCTDA Nonprofit, as presented. Mr. Crosby seconded the motion. There was no discussion and with all in favor, the motion carried 6-0.

Asheville City Council Update

Councilmember Kilgore was absent from this meeting, therefore, an Asheville City Council update was not provided.

Buncombe County Commission Update

Commissioner Pressley reported on county-related business, including the recent approval of the FY23 budget with no tax increase.

Vice Chairwoman Durden thanked Commissioner Pressley for his report.

Miscellaneous Business

Under Miscellaneous Business, Mr. Celwyn said that, considering the recent decision by the United States Supreme Court, he would recommend adding information and resources on ExploreAsheville.com for people who will be coming to the area for reproductive health services. Ms. Isley thanked Mr. Celwyn and said staff will take that note and report back at a later date.

Comments from the General Public

Live Virtual Public Comments

Vice Chairwoman Durden said members of the public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting. She reported that as of yesterday's 12:00 p.m. registration deadline, no requests to virtually speak had been received.

In-Person Public Comments

Vice Chairwoman Durden said upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the public comment sign-in sheet, affirming that they have read, understand, and agree to abide by the Rules of Decorum. She invited Mr. Roy Harris to speak.

Adjournment

Ms. Ashburn moved to adjourn the meeting and Mr. Crosby seconded the motion. Following a brief discussion, a vote was taken and with all in favor, the motion carried 6-0. The meeting adjourned at 9:30 a.m.

The PowerPoint presentation and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

The next joint BCTDA meeting will be held on Wednesday, July 27, 2022, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager