

**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, July 25, 2018

- Present (Voting):** Jim Muth, Chair; Andrew Celwyn, Chip Craig, Himanshu Karvir, John McKibbon, Paula Wilber
- Absent (Voting):** Gary Froeba, Vice Chair; Leah Ashburn, John Lockett
- Present (Ex-Officio):** Asheville City Councilmember Julie Mayfield
- Absent (Ex-Officio):** Buncombe County Commissioner Joe Belcher
- 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, Justine Tullos, Kathryn Dewey, Connie Holliday
- CVB Staff Absent:** Jonna Reiff
- Guests:** John Ellis, BCTDA Finance Committee
Bob McMurray, Black Mountain-Swannanoa Chamber
Beth Edwards, Asheville Independent Restaurant Association
Demp Bradford, Asheville Buncombe Regional Sports Commission
Scott Burnette, Dana Frankel, Kelley Klope; City of Asheville
Rick Bell, Engadine Inn
Jason Sandford, Ashvegas
Jackson Tierney, Homestay Permit Holder
Kelly Campbell

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 thanked and recognized outgoing BCTDA member Paula Wilber, who has served on the BCTDA for six years, including two years as Chair and two years as Vice Chair.
- Minutes from the June 27, 2018 BCTDA regular meeting were approved with a 6-0 vote.

- The June 2018 preliminary financial reports were reviewed and approved with a 6-0 vote.
- City of Asheville Fire Chief/Interim Assistant City Manager Scott Burnette shared an overview of the new EMT Pilot Program scheduled to launch in downtown Asheville and answered all related questions.
- In her President's Report, Ms. Brown reviewed recent Explore Asheville CVB activities.
- Ms. Pierce shared a PowerPoint presentation highlighting end-of-year Group Sales departmental activities and metrics, along with strategies for FY 2018-19.
- An update from Asheville City Councilwoman Julie Mayfield was heard.
- Under Miscellaneous Business, Demp Bradford, Mr. Karvir, and Mr. McMurray shared remarks and Ms. Kappes and Chairman Muth encouraged everyone to attend upcoming events.
- The joint meeting of the BCTDA, Public Authority and Nonprofit Corporation, adjourned at 10:38 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. The visitors in attendance introduced themselves.

Thanks to Outgoing BCTDA Member Paula Wilber

Chairman Muth thanked Ms. Wilber for her six years of service on the BCTDA board, which included serving two years as Chair and two years as Vice Chair. He said that during her tenure, Ms. Wilber's leadership was instrumental in the process to transition the Asheville Convention & Visitors Bureau from a department of the chamber to an independent, non-profit organization, and the subsequent relocation to 27 College Place.

Ms. Wilber extended her gratitude to current and past board members, past board chairs, pioneers of the Biltmore Company and BCTDA, Ms. Brown, and the CVB staff members who worked with her during her two terms serving on the BCTDA.

Approval of Meeting Minutes

Mr. Karvir made a motion to approve the June 27, 2018 regular meeting minutes as presented. Ms. Wilber seconded the motion. There was no discussion and with all in favor, the motion carried 6-0.

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

Preliminary June 2018 Financial Reports

Ms. Durrett reviewed the preliminary June 2018 financial reports. She said the numbers will significantly change when the final June reports are presented in conjunction with the audit, since FY 17-18 expenses processed in the month of July and revenue received in July for June sales are not included.

Occupancy tax revenue received in June for May sales totaled \$1,570,681. June expenditures totaled \$3,864,641. YTD revenue exceeded expenditures (including appropriated fund balance) by \$2,981,954 and includes twelve months of expenditures

and eleven months of revenue. June expenditures for Administration: \$25,004; Professional Services/Contract: \$111,441; Staff & Facilities: \$4,267; General Tourism (excludes media buys): \$241,800; Net Media: \$3,435,886; Motorcoach Sales: (\$80); Meetings and Conventions: \$23,054; Convention Services: \$532; Marketing/Public Affairs: \$834; Marketing/Public Relations: \$20,217; International: \$1,295; Public Affairs: \$143; Event Grants Program: \$250.

There is currently \$4,428,692 in undedicated funds in the Tourism Product Development Fund (TPDF).

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

Mr. Craig made a motion to approve the preliminary June 2018 financial reports as presented. Ms. Wilber seconded the motion. There was no discussion and with all in favor, the motion carried 6-0.

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

City of Asheville Community EMT Pilot Program

Chairman Muth introduced and welcomed the City of Asheville's Fire Chief and Interim Assistant City Manager, Scott Burnette, who is present to share a new downtown initiative.

Mr. Burnette provided an overview of the upcoming EMT Pilot Program that will launch soon in Asheville, designed to provide additional resources via the presence of off-duty firefighters to help maintain a safe and welcoming downtown. The firefighters will respond to various types of requests on bicycles while also serving as ambassadors for downtown visitors, residents and businesses. The EMT Pilot Program will be in effect in the evenings, with a schedule to be determined later, based on the availability of staff.

Mr. Burnette answered all related questions and Chairman Muth thanked him for presenting this information to the BCTDA.

President's Report

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

- Ms. Brown congratulated Commissioner Belcher in absentia on the opening of the Bob Lewis Ballpark, in which he played a key role in making the project become a reality. Staff attended the opening of the ballpark and Ms. Brown threw out the first pitch with other dignitaries.
- Ms. Tambellini represented the Explore Asheville CVB at the Southeast Tourism Society Summit.
- CVB staff participated in the annual Chamber Challenge 5k race in June.
- Mr. Cox and Ms. Kappes went to Raleigh, NC, for the 2018 Legislative Visit.
- The BCTDA was a sponsor of the Asheville Chamber's Annual Meeting and she spoke and shared a video highlighting the benefits of tourism.
- Ms. Brown represented the Explore Asheville CVB at Destinations International's Annual Meeting in Anaheim, California, and gave a presentation on Asheville to 1,600 people. She noted that Asheville has been elevated to a high-profile destination status within the industry.

- Ms. Brown invited everyone to attend the Explore Asheville CVB Summer Social that afternoon at The Wedge at Foundation, encouraging partners to bring a backpack for the United Way's Back to School drive.
- Ms. Brown gave an update on new content pieces with Zach King and National Geographic that will launch soon.

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

Hotel Pipeline Update

Ms. Brown did not present an update on the hotel pipeline, however, will do so at an upcoming BCTDA meeting.

CVB Staff Recap, Visitor Index, Quick List

Ms. Brown briefly reviewed numbers from the June Visitor Index and answered all related questions.

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

Sales Update

Ms. Pierce gave a PowerPoint presentation and reviewed end-of-year numbers for the Group Sales & Services team. She said meeting planner trends in booking rooms have shifted over the past few years and she reported on those changes. Ms. Pierce shared new initiatives and tactics that the sales team will use in the new fiscal year. She highlighted the schedule for FY 2018-19's FAMs, trade events, signature events, and standalone client events. Ms. Pierce noted the continued growth of the destination has also attracted larger industry groups that are looking at Asheville for upcoming meetings over the next few years.

Ms. Pierce concluded her report by sharing a new Meeting Planner video asset and answered all related questions. Chairman Muth thanked her for the update.

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

Asheville City Council Update

Councilwoman Mayfield reported on city-related business, including reappointing Mr. Karvir and Mr. Lockett to second terms on the BCTDA board, amending the lighting ordinance for the city to allow for string lights at outdoor eateries, creating a community land trust, and introducing a 10-year Transit Master Plan.

Councilwoman Mayfield answered all questions and Chairman Muth thanked her for the update.

Buncombe County Commission Update

Commissioner Belcher was not present at this meeting, therefore, an update was not provided.

Miscellaneous Business

Demp Bradford spoke and thanked the BCTDA for its support of the Asheville Buncombe Regional Sports Commission. He reviewed plans for next weekend's Spartan Race and invited board members to a behind-the-scenes tour of the course on Friday. Mr. Bradford estimated that there would be over 10,000 individuals in town for the event and noted that the Asheville Spartan Race is one of the top courses in the nation, and is the most popular in the Carolinas.

Mr. Karvir thanked the City of Asheville for its efforts in repairing the ABYSA Soccer Complex that was severely damaged during the rains in May. Ms. Brown informed the board that the most recent update she received on the complex is that there will likely be a reimbursement for damages by FEMA, but a reopening date is still unclear. Tournaments are scheduled to start at the end of July and continue through Labor Day this year.

Bob McMurray announced that August 11-12 is the Sourwood Festival in Black Mountain, and that 1,100 cyclists will be in Buncombe County for the Cycle NC Mountains to Coast cycling event in late September.

Ms. Kappes encouraged board members to attend the CVB's Summer Social that afternoon, from 4-6 p.m., at the Wedge at Foundation. She said the CVB is participating in a backpack drive for the United Way and attendees are encouraged to donate to this worthy cause for local students.

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.

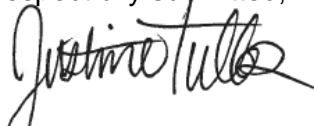
Comments from the General Public

There were no comments from the general public made at this meeting.

Adjournment

Chairman Muth asked Ms. Wilber to close her last official meeting, and Ms. Wilber adjourned the meeting at 10:38 a.m. The BCTDA will next meet on Wednesday, August 29, 2018, at 9:00 a.m., in the Boardroom of the Explore Asheville Convention & Visitors Bureau.

Respectfully submitted,



Justine Tullos, Operations Assistant