

Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

Center for Craft | Michael Sherrill Loft – 67 Broadway Street, Asheville

Board Meeting Minutes Wednesday, August 31, 2022

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

Absent (Voting): Scott Patel

Present (Ex-Officio): Asheville City Councilmember Sandra Kilgore

Absent (Ex-Officio): Buncombe County Commissioner Robert Pressley

CVB Staff: Vic Isley, Marla Tambellini, Anne Mullins, Jennifer Kass-Green, Connie Holliday, Jonna Sampson, Julia Simpson, Luisa Yen, Khal Khoury, Holly Watts

BC Finance: Don Warn, Buncombe County/BCTDA Fiscal Agent

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

In-Person Attendees: Chris Cavanaugh, TPDF Committee/Magellan Strategy Group
Tim Love, Buncombe County
Eric Hardy, Mark Hunt; Town of Woodfin
Lisa Raleigh, RiverLink
Chris Smith, Asheville Buncombe Regional Sports Commission
Laura McCall, Asheville Independent Restaurants
Randy Claybrook, Bent Creek Lodge
Elizabeth Sims, Communications Professional
Jane Anderson, Area Resident
Roy Harris, Area Resident
Jason Sandford, AshVegas
John Boyle, Asheville Citizen Times
Kim King, Ben Robinson; WLOS

Online Attendees: Carli Adams, Kathryn Dewey, Tina Porter, Charlie Reed, Whitney Smith; Explore Asheville Staff
John Ellis, Prior TDA Board Member
Chip Craig, Greybeard Rentals
Tina Kinsey, Asheville Regional Airport
Jim Muth, TPDF Committee
Zach Wallace, Asheville Area Chamber of Commerce

David Nutter, Nutter Associates
Lacy Cross, Movement Bank
Robert McGee, Richmond Hill & River Rescue
Megan Shields, MMGY Global
Garrett Raczek, Thrive Asheville
Mason Scott, Buncombe County
Rick Bell, Engadine Inn and Cabins
Adrienne Isenhower, Town of Woodfin

Executive Summary of Meeting Minutes

- Mosher called the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:03 a.m. Introductions were made around the room.
- Minutes from the July 27, 2022, BCTDA meeting were approved with an 8-0 vote.
- The July 2022 financial reports were reviewed and approved with an 8-0 vote.
- The TPDF project closures budget amendment was approved with an 8-0 vote.
- The FY23 revenue budget amendment was approved with an 8-0 vote.
- Enka Recreation Destination's TPDF contract amendment was approved with an 8-0 vote.
- Woodfin Greenway & Blueway's TPDF contract amendment was approved with an 8-0 vote.
- Vic Isley provided her President & CEO's report.
- Marla Tambellini provided a Marketing Investment and Creative Spirit Update.
- A brief update from Councilmember Sandra Kilgore was heard.
- Public comments from Roy Harris were received.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:44 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 9:03 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.

Introductions were made around the room.

Approval of Meeting Minutes

Durden made a motion to approve the July 27, 2022, regular meeting minutes as presented. Celwyn seconded the motion. There was no discussion, and with all in favor, the motion carried 8-0.

Approval of July 2022 Financial Reports

Don Warn reviewed the July 2022 financial statements. There were no questions.

Ashburn made a motion to approve the July 2022 financial reports as presented, and Lehman seconded the motion. A vote was taken, and with all in favor, the motion carried 8-0.

Approval of TPDF Project Closures Budget Amendment

Warn said two Tourism Product Development Fund (TPDF) projects, the 2014 City of Asheville Riverfront Destination Development 1.0 project and the 2021 Wortham Center for the Performing Arts Air Ionization System project, were completed. He said a budget amendment needed to be approved to close them.

Celwyn made a motion to approve the budget amendment as presented, and HP Patel seconded the motion. A vote was taken, and with all in favor, the motion carried 8-0.

Approval of FY23 Revenue Budget Amendment

Warn explained that a supplemental amendment was needed on record for clerical purposes to account for the change in revenue for the FY23 budget.

Crosby motioned to approve the budget amendment as presented, and Durden seconded the motion. There was no discussion, and with all in favor, the motion carried 8-0.

President & CEO Report

Vic Isley presented recent lodging occupancy metrics compared to previous years. She provided details about the Festivals & Cultural Events grant cycle, which opened on August 29, and extended an invite to the 2022 BCTDA Annual Meeting on September 22.

Isley then shared board appointment updates about Larry Crosby and Leah Ashburn. Crosby was reappointed to the board through August 2025. Ashburn terms out in August 2022 but will continue to serve until a vacation rental owner or vacation rental management company owner is appointed. Isley said the vacancy is posted on Buncombe County's Boards & Commissions webpage and a link to application information would be sent in the Tourism Community Update.

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

Approval of TPDF Contract Amendments

Chris Cavanaugh presented the TPDF Committee's funding recommendations for two projects that had been referred to the committee in February 2022.

Enka Recreation Destination

Cavanaugh provided background for the Enka Recreation Destination contract amendment request and said that the TPDF Committee recommended \$750,000 in additional funding.

There was discussion among the board about the project timeline and evaluating previously approved projects outside of competitive grant cycles, which has been standard practice.

Lehman motioned to approve the contract amendment as recommended by the TPDF Committee; Durden seconded the motion. A vote was taken, and with all in favor, the contract amendment was approved 8-0.

Woodfin Greenway & Blueway

Cavanaugh provided background for the Woodfin Greenway & Blueway contract amendment request and said that the TPDF Committee recommended \$6 million in additional funding.

As board liaison to the TPDF Committee, Durden recommended adjusting the funding to \$5.89 million based on the detailed memo provided to the board. Cavanaugh then addressed all questions about the project's impact, safety, ongoing maintenance, and visitation estimates.

Durden made a motion to approve the contract amendment as presented; Crosby seconded the motion. A vote was then taken, and with all in favor, the contract amendment was approved 8-0.

Marketing Investment and Creative Spirit Update

Marla Tambellini reported on Explore Asheville's media spend, response to slowing demand, US Open sponsorship, campaigns and partnerships. Tambellini responded to all questions.

Asheville City Council Update

Councilmember Kilgore reported on city-related business, including the recent funding approvals for Asheville Police Department and affordable housing developments.

Buncombe County Commission Update

Commissioner Pressley was absent from the meeting; therefore, a Buncombe County Commission update was not provided.

Miscellaneous Business

There was no miscellaneous business discussed at the 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 August 30 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 have read, understand, and agree to abide by the Rules of Decorum. She invited Roy Harris to speak. Harris thanked Larry Crosby and Leah Ashburn for their service and provided other comments.

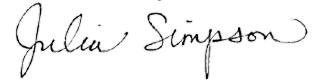
Adjournment

Celwyn moved to adjourn the meeting, and Ashburn seconded the motion. With all in favor, the motion carried 8-0. The meeting adjourned at 10:44 a.m.

The PowerPoint presentation and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on AshevilleCVB.com.

The next joint BCTDA meeting will be held on Wednesday, September 28, 2022, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,

A handwritten signature in cursive script that reads "Julia Simpson".

Julia Simpson, Manager, Executive & Strategy