

**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, September 26, 2018

- Present (Voting):** Jim Muth, Chair; Gary Froeba, Vice Chair; Andrew Celwyn, Chip Craig, Himanshu Karvir, John Luckett, John McKibbon
- Absent (Voting):** Leah Ashburn, Tom Ruff (excused)
- Present (Ex-Officio):** Asheville City Councilmember Julie Mayfield
Buncombe County Commissioner Joe Belcher
- Absent (Ex-Officio):** None
- BC Finance:** Eric Hardy, Autumn Lyvers, Blair Chamberlain
- 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, Elizabeth White
- CVB Staff Absent:** None
- Guests:** Murphy Fletcher, McGuire, Wood & Bissette
John Ellis, BCTDA Finance Committee
Kit Cramer, Asheville Area Chamber of Commerce
Bob McMurray, Black Mountain-Swannanoa Chamber
Jane Anderson, Asheville Independent Restaurant Association
Demp Bradford, Asheville Buncombe Regional Sports Commission
Dillon Davis, Asheville Citizen-Times

Executive Summary of Meeting Minutes

- Chairman Muth called the joint meeting of the BCTDA, Public Authority and Nonprofit Corporation, to order at 9:02 a.m.
- Minutes from the August 29, 2018 BCTDA regular meeting were approved with a 7-0 vote.
- The August 2018 financial reports were reviewed and approved with a 7-0 vote.
- A budget resolution in the amount of \$34,020 was approved with a 7-0 vote.
- In her President's Report, Ms. Brown reviewed recent Explore Asheville CVB and industry activities and initiatives.

- Chip Craig shared a PowerPoint presentation providing an update on the Buncombe County Sports Complex project.
- With a 7-0 vote, the BCTDA approved the Festival and Cultural Events committee's recommendation to approve funding for a slate of 2019 festival and event grant applications totaling \$50,000.
- Updates from Asheville City Councilwoman Julie Mayfield and Buncombe County Commissioner Joe Belcher were heard.
- Under Miscellaneous Business, Ms. Brown provided an update on the ad agency review process.
- The joint meeting of the BCTDA, Public Authority and Nonprofit Corporation, adjourned at 10:28 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 9:02 a.m. and welcomed everyone. He thanked Mr. Froeba and his team for generously hosting the BCTDA's Annual Meeting at The Omni Grove Park Inn, adding everything was outstanding. He also thanked Ms. Ashburn for her participation in National Geographic's "Asheville by Design" television program.

The visitors in attendance introduced themselves.

Autumn Lyvers, Buncombe County's new Controller, introduced herself and said she is looking forward to working with the BCTDA.

Ms. Brown introduced Attorney Murphy Fletcher, of McGuire Wood and Bissett, noting the firm has been retained to represent the BCTDA and the agreement includes having an attorney present at monthly board meetings.

Approval of Meeting Minutes

Mr. Craig made a motion to approve the August 29, 2018 regular meeting minutes as presented. Mr. Karvir seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

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

Financial Reports

August 2018 Financial Statements

Ms. Chamberlain reviewed the August financial reports.

Occupancy tax revenue received in August for July sales totaled \$1,855,414. August expenditures totaled \$92,410. The net change to fund balance was \$1,800,681. August expenditures for Salaries & Benefits: (\$80,940) due to accounting adjustments; Net Media: \$82,808; Research: \$100; Sales: \$59,886; Marketing: (\$16,896); Public Affairs: \$4,100; Other Operating Expenditures: \$43,351; Events and Festivals/Sponsorships: \$0.

There is currently \$5,363,012 in undedicated funds in the Tourism Product Development Fund (TPDF).

Ms. Chamberlain said Buncombe County Finance has officially been receiving online payments for a year now and 250 out of 470 properties are using the online portal.

Mr. Celwyn made a motion to approve the August 2018 financial reports as presented. Mr. Luckett seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

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

Audit Process Update

Interim Buncombe County Finance Director Eric Hardy said that due to the change in scope for Buncombe County's audit, in which the BCTDA's audit is done in conjunction with, Clifton Larson Allen LLP has requested a timeline extension to complete the audit process. Mr. Hardy said the current contract calls for an October completion date and, next month, an amendment will be presented to extend the deadline to January 31, 2019. Mr. Hardy and Commissioner Belcher answered questions related to the County's upcoming forensic audit, which will be scheduled following the financial audit.

Budget Resolution

Ms. Brown asked the board to turn to the budget resolution spreadsheet provided in the board books. She said that due to the transition to Workday, there are two budget items that need to be moved from one cost center to another. Those items are: \$770 from Marketing/Advertising/Dues and Subscriptions to Sales/Dues and Subscriptions, and \$3,250 from Marketing/Travel and Training to Sales/Travel and Training. Additionally, staff is requesting that \$30,000 be moved from Contingency to Sponsorship Funding to pay Haute Route bid fees.

Mr. Celwyn made a motion to approve the budget resolution items in the amount of \$34,020 as presented. Mr. Karvir seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

President's Report

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

- Ms. Brown reviewed the Annual Report slides from the [BCTDA Annual Meeting's PowerPoint presentation](#).
- Ten members of the Explore Asheville CVB team participated in a lip sync contest for the United Way's campaign kick-off event on September 21. Ms. Brown thanked Ms. Pierce for leading the effort and commended Content Specialist Jason Tarr for compiling four songs from the 80's to tell a story of a girls' trip to Asheville and choreographing the routine.
- Ms. Brown encouraged board members to review the draft of the new Destination Dashboard provided in the board books that will replace the monthly Visitor Index. She said this report was created by Web Manager Elizabeth White with input from staff and provides a better visual representation of industry and CVB metrics.

CVB Staff Recap, Visitor Index, Quick List

The CVB Staff Recap, Visitor Index and Quick List were not reviewed at this meeting. The documents can be found, along with other meeting materials, on ExploreAshevilleCVB.com.

Ms. Brown answered all questions related to her report. The PowerPoint presentation is on file with the Explore Asheville Convention & Visitors Bureau.

Sports Complex Feasibility Study

Mr. Craig shared a PowerPoint presentation that provided an overview of the process that has been followed to develop plans for a possible new Buncombe County Sports Complex. He reviewed recent feasibility studies and shared a proposed location, floor plan from an existing facility in another city, goals, the nonprofit organizational structure, recommended facility programming, cost estimates, projected economic impact and financial performance, and explained how the complex will be a benefit to residents and sports tourism alike.

During the presentation, board members shared comments and asked questions, which were received and answered by Mr. Craig.

Chairman Muth thanked Mr. Craig for the presentation and for the effort he and his partners have put into the project so far to date.

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

Festivals and Cultural Events Committee

Mr. Craig said it was his pleasure to chair the Festivals & Cultural Events Grant committee again this year, which meets annually to review applications received to provide grants in support of local festivals and events, funded out of earned revenue. He said serving with him on the committee were Ms. Brown, Lauren Bradley, and Jon Fillman, with Mr. Cox providing administrative support. Mr. Craig asked the board to turn to the table of recommended awards that was provided in the board books. He briefly reviewed the process that was followed leading up to today's recommendations and said some of the requests were deferred to the Sponsorship Program.

Mr. Craig said the primary purposes of the fund are:

- To support and preserve the cultural identity within Buncombe County;
- To stimulate the creation of new or expansion of existing tourism events;
- To help festivals and cultural events become sustainable and financially viable.

Mr. Craig said the committee recommends the following grants be approved for funding:

	Applicant	Event	Grant Amount
1	Asheville Downtown Association	ADA Independence Day Celebration	\$ 5,000.00
2	Appalachian Sustainable Agriculture Program	Farm Tour	\$ 5,000.00
3	Asheville Fringe Festival	Asheville Fringe Arts Festival	\$ 3,000.00
4	Asheville Percussion Festival (Odyssey School)	Asheville Percussion Festival	\$ 3,000.00
5	Asheville Yoga Festival (Light a Path)	Asheville Yoga Festival	\$ 3,000.00
6	Blue Ridge Pride	11th Blue Ridge Pride Festival	\$ 5,000.00
7	Eliada Homes	Eliada Corn Maze	\$ 5,000.00
8	Green Built Alliance	CiderFest NC	\$ 3,000.00
9	Hola Community Arts	Hola Asheville	\$ 5,000.00
10	Leicester Studio Tour (Leicester Community Center)	Leicester Artists Studio Tour	\$ 1,000.00
11	Montford Neighborhood Association	Neighborhood Festival	\$ 3,000.00
12	Montford Neighborhood Association	Montford of Homes	\$ 1,000.00
13	Southern Highland Craft Guild	72nd Annual Craft Fair of the Southern Highlands	\$ 5,000.00
14	Vance Birthplace	Appalachian Folk Festival	\$ 1,000.00
15	Black Mountain College + Art Center	{Re}HAPPENING	\$ 2,000.00
			\$ 50,000.00

The applications being deferred to the Sponsorship Program include: Asheville Downtown Association/Downtown After 5 and ADA Holiday Parade and Organic Growers School (OGS)/OGS Spring Celebration & Conference.

Mr. Craig and Ms. Brown answered all questions related to the recommended grants.

Councilwoman Mayfield and Commissioner Belcher suggested increasing outreach efforts next year by promoting the grant process via links on the City's and County's websites.

Mr. Craig moved that the Buncombe County Tourism Development Authority approve the 2019 Festivals and Cultural Events review committee's recommendation to fund the 15 grant awards in the table as presented, totaling \$50,000. Mr. McKibbon seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

The Explore Asheville CVB will inform the recipients of the BCTDA's approval and payment will be made upon the successful completion of each event.

Mr. Craig thanked Mr. Cox for his work on managing the review process.

Asheville City Council Update

Councilwoman Mayfield reported on city-related business, including budget sessions, the search for a new city manager, a Tunnel Road corridor transportation study, and new fire stations being built in North Asheville and Montford.

Chairman Muth thanked Councilwoman Mayfield for the update.

Buncombe County Commission Update

Commissioner Belcher reported on recent county-related business, including the search for a new county manager, a new fire station in the Enka area, the potential expansion of the Enka Sports Park, and the addition of 5 resource officers in elementary schools.

Chairman Muth thanked Commissioner Belcher for the report.

Miscellaneous Business

Ms. Brown commended Ms. Tambellini for designing the forward-thinking agency review process that is currently in progress. She said site visits will be made to four finalist agencies in the coming weeks followed by presentations in Asheville by those that make the short list, and that board members will be invited to the presentations once details are finalized. Ms. Brown and Ms. Tambellini then provided additional insight on the qualifications they are seeking in a new agency and answered all related questions.

Comments from the General Public

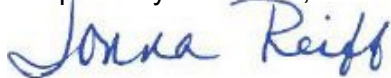
There were no comments from the general public made at this meeting.

Adjournment

Chairman Muth encouraged everyone to mark their calendars for the CVB's Annual Holiday Party at the Renaissance Asheville Hotel on Thursday, December 6, from 4-6 p.m. He adjourned the meeting at 10:28 a.m.

The BCTDA will next meet on Wednesday, October 31, 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