

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, September 28, 2022

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

Absent (Voting): Larry Crosby, Michael Lusick

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

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

CVB Staff: Vic Isley, Marla Tambellini, Anne Mullins, Jennifer Kass-Green, Jonna Sampson, Julia Simpson, Josh Jones, Luisa Yen, Holly Watts, Tiffany Thacker, Emily Crosby, Joshua Runkles

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

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

In-Person Attendees: Randy Claybrook, Bent Creek Lodge
Jane Anderson, Asheville Independent Restaurants
John Ellis, Prior TDA Board Member
Elizabeth Sims, Communications Professional
Peter Pollay, Posana
Kit Cramer, Asheville Area Chamber of Commerce
Nina Tovish, Asheville City Council Candidate

Online Attendees: Adam Sacks, Tourism Economics
Carli Adams, Sarah Kilgore, Sha'Linda Pruitt, Charlie Reed, Whitney Smith; Explore Asheville Staff
Jim Muth, TPDF Committee
Timothy Love, Buncombe County
Zach Wallace, Asheville Area Chamber of Commerce
Sharon Tabor, Black Mountain Swannanoa Chamber of Commerce
Lacy Cross, Movement Bank
John Harbin, WLOS

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 August 31, 2022, BCTDA meeting were approved with a 7-0 vote.
- The August 2022 financial reports were reviewed and approved with a 7-0 vote.
- Vic Isley provided her President & CEO's report.
- Adam Sacks provided a 2021 Visitor Contributions to Buncombe County and Economic Outlook Update.
- A brief update from Commissioner Robert Pressley was heard.
- Andrew Celwyn addressed the board during Miscellaneous Business.
- Public comments from Nina Tovish were received.
- With a 7-0 vote, the BCTDA meeting adjourned at 10:26 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

HP Patel made a motion to approve the August 31, 2022, regular meeting minutes as presented. Ashburn seconded the motion. There was no discussion, and with all in favor, the motion carried 7-0.

Approval of August 2022 Financial Reports

Don Warn reviewed the August 2022 financial statements. Warn noted that the Legacy Investment from Tourism (LIFT) Fund was added to pages 2 and 4 of the financial reports.

There was a brief discussion about the increased percentage of vacation rentals in Buncombe County and how to effectively manage occupancy tax collection from those properties since booking platforms report aggregate data. There was also clarification about how the percentages in the year-over-year financials are now impacted by the change in legislation, occupancy tax usage and Funds.

Lehman then made a motion to approve the August 2022 financial reports as presented, and Celwyn seconded the motion. A vote was taken, and with all in favor, the motion carried 7-0.

President & CEO Report

Vic Isley provided a recap of the BCTDA Annual Meeting and noted the William A.V. Cecil Leadership Award was presented posthumously to the late Wilma Dykeman. Isley shared the

video created for the honoree. Isley thanked Jonna Sampson for many years of employment. Isley then presented lodging occupancy metrics for August 2022 compared to previous years.

Isley concluded her report with a reminder that the Monthly Highlights and Destination Performance reports are posted on AshevilleCVB.com.

Isley acknowledged that the livestream audience was disconnected during her report due to an internet outage and the virtual presenter, Adam Sacks, would call in by conference phone.

2021 Visitor Contributions to Buncombe County and Economic Outlook Update

Adam Sacks, President of Tourism Economics, reported on 2021 visitor contributions to Asheville and Buncombe County and provided an economic outlook. There were no questions.

Asheville City Council Update

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

Buncombe County Commission Update

Commissioner Pressley reported on recent county-related business, including the comprehensive land use working session, affordable parking program for downtown, anticipated impacts of updated broadband infrastructure, and Sherriff's Office staffing challenges.

Miscellaneous Business

Celwyn requested that the BCTDA establish policies or guidelines related to board member participation in client engagements that include travel such as the US Open. A brief discussion followed. Mosher thanked Celwyn for the input, stated she would like the board leadership to be more participatory in representing the community and destination, and would add the matter to a future meeting agenda for further consideration.

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 September 27 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 read, understood, and agreed to abide by the Rules of Decorum. She invited Nina Tovish to speak.

Tovish noted they were running for Asheville City Council and made suggestions about local efforts they thought the BCTDA should support.

Adjournment

Lehman moved to adjourn the meeting, and Durden seconded the motion. With all in favor, the motion carried 7-0. The meeting adjourned at 10:26 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, October 26, 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