

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, October 26, 2022

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Matthew Lehman, HP Patel, Scott Patel, Larry Crosby, Michael Lusick
- Absent (Voting):** Leah Ashburn
- Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
- Absent (Ex-Officio):** Buncombe County Commissioner Robert Pressley
- CVB Staff:** Vic Isley, Tiffany Thacker, Julia Simpson, Josh Jones, Holly Watts, Ashley Greenstein, Jay Tusa, Mike Kryzanek, Jennifer Kass-Green, Marla Tambellini, Luisa Yen, Connie Holliday, Penelope Whitman, Anne Mullins
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Chris Cavanaugh, Magellan Strategy/TPDF Consultant Administrator
Rachel Wood, City of Asheville
Diana Pierce, David Kelly; Asheville Pickleball Association
Janet Cone, UNCA Asheville
Jack Henderson, Anne Keller, Lisa Raleigh; RiverLink
Chris Smith, Asheville Buncombe Regional Sports Commission
Jason Sandford, Ashevillegas.com
Jane Anderson, Asheville Independent Restaurants
John Ellis, Prior Board Member
Randy Claybrook, Mary Bridges; Asheville Bed and Breakfast Assoc.
Jason Burke, Black Mountain-Swannanoa Chamber of Commerce
Roy Harris, Citizen
- Online Attendees:** Carli Adams, Charlie Reed, Emily Crosby, John Dawson, Joshua Runkles, Khal Khoury, Sha'Linda Pruitt, Whitney Smith; CVB Staff
Jim Muth, Stephanie Moore, Scott Kerchner; TPDF Committee
Tina Kinsey, Asheville Regional Airport
Timothy Love, Buncombe County
Zach Wallace, Asheville Area Chamber of Commerce

Jon Neumann, Kay Waller; Asheville Museum of Science (AMOS)
Rob Dull, Find the Line Studios, PLLC
Jena Gilbert-Merrill, Olivia Hutto; Center for Craft
Madison Davis, Asheville Buncombe Regional Sports Commission
Lacy Cross, Movement Bank
Steph Monson Dahl, City of Asheville
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 9:01 a.m. Introductions were made around the room.
- Minutes from the September 28, 2022, BCTDA meeting were approved with an 8-0 vote.
- The September 2022 financial reports were reviewed and approved with an 8-0 vote.
- Vic Isley provided her President & CEO's report.
- \$9,042,570 of TPDF investments were approved with an 8-0 vote.
- \$90,150 of Festivals & Cultural Events grant investments were approved with an 8-0 vote.
- A 30-day notice of a bylaws update was provided.
- A brief update from Councilmember Sandra Kilgore was heard.
- Public comments from Rachel Wood and Diana Pierce were received.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:21 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 9:01 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

Crosby made a motion to approve the September 28, 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 September 2022 Financial Reports

Don Warn reviewed the September 2022 financial statements. Warn showed that a new Total Revenue Summary table was added on page 2 to show both the monthly and year-to-date percent changes. There were no questions.

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

President & CEO Report

Vic Isley presented lodging occupancy metrics for September 2022 compared to previous years. Isley also displayed room demand by lodging type by year through September 2022.

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

2022 TPDF Grant Cycle Investment Recommendations

Isley provided an overview of investments made since 2018 and then recapped the timeline and process followed for the 2022 Tourism Product Development Fund (TPDF) grant cycle. Isley clarified that the TPDF committee only made recommendations for investments of the funds collected under the previous legislation. The TPDF committee recommended setting aside the funds collected since July 2022 under the new legislation (HB 1057) for a future grant cycle.

Chris Cavanaugh, TPDF consultant administrator, acknowledged that there has been remarkable growth in the fund since the first investments were made 20 years ago. Cavanaugh then gave background on the review phases of the 2022 grant cycle and said Explore Asheville's Director of Grants would oversee the TPDF investment process moving forward.

Cavanaugh provided a project-by-project overview, shared the amounts requested, and summarized the TPDF committee's investment recommendations as follows in the chart below.

ORGANIZATION	PROJECT	AMOUNT REQUESTED	INVESTMENT RECOMMENDATION
City of Asheville	Swannanoa River Greenway	\$2,300,000	\$2,300,000
City of Asheville	Coxe Avenue Green Street	\$3,000,000	\$1,950,000
City of Asheville	Asheville Muni Golf Course Revitalization Phase I	\$1,641,425	\$1,641,425
City of Asheville	WNC Nature Center - Gateway to the Southern Appalachians Enhancement	\$567,000	\$567,000
UNC Asheville Foundation	UNC Asheville Karl Straus Track - Renovation & Expansion	\$1,500,000	\$1,500,000
RiverLink, Inc.	Karen Cragolin Park – Greenway Phase	\$360,790	\$360,790
North Carolina Glass Center	Glass Center in Black Mountain	\$330,000	\$330,000
Asheville on Bikes	AVL Unpaved Phase I	\$188,355	\$188,355
Asheville Museum of Science (AMOS)	Museum Beautification Project	\$125,000	\$125,000
Wortham Center for the Performing Arts	The Wortham Center Phase II	\$80,000	\$80,000
TOTAL		\$10,092,570	\$9,042,570*

*Recommendation is \$3,772 less than \$9,046,342 in funds collected under previous legislation; will stay in fund balance

Cavanaugh explained that the full amount requested by the City of Asheville for the Coxe Avenue Green Street project was not recommended due to the length of timeline for completion.

Cavanaugh shared a project completion timeline to demonstrate the shovel-ready nature of the projects that were recommended for investments; 80 percent should be completed by 2024.

Cavanaugh recapped all recommendations, which totaled to \$9,042,570 in investments across 10 projects. The investment recommendations were put into context using the chart below.

TPDF Investment	Amount	Notes
2018 Grant Cycle Investment	\$9,485,000	Investment approved for six projects in the last grant cycle prior to Covid
2020 Tourism Jobs Recovery Fund	\$5,000,000	Emergency state legislation enacted and administered to support 394 local businesses
2022 Buncombe County Projects	\$6,640,000	BCTDA approved additional investment in Woodfin Greenway & Blueway and Enka Recreation Destination with funds collected under previous legislation
2022 Grant Cycle Investment Recommendation	\$9,042,570*	Collected under previous legislation
Funds available for Future TPDF Grant Cycle	\$1,120,387	Collected for use under new legislation (HB 1057)

\$15.68 million in 2022

*Recommendation is \$3,772 less than \$9,046,342 in funds collected under previous legislation; will stay in fund balance

Cavanaugh concluded that coupling the current cycle’s recommended investments with the \$6,640,000 of additional investments made by the BCTDA in August 2022 would make a total of \$15.68 million of TPDF investments in 2022.

Isley thanked Cavanaugh, recognized the thoughtfulness of applicants, and expressed her appreciation for the dedication of the TPDF committee members. Cavanaugh acknowledged that Jim Muth, TPDF committee chair, could not be present; Cavanaugh mentioned that Brenda Durden was the board liaison who served on the committee. Cavanaugh, Durden, and Isley responded to all questions and comments about specific projects and timelines.

Durden then made a motion to approve the grant investment funding for each project as recommended by the Product Development Committee. Celwyn seconded the motion. There was no further discussion. A vote was taken, and with all in favor, the motion carried 8-0.

Festivals & Cultural Events Grant Investment Recommendations

Explore Asheville’s Director of Grants, Tiffany Thacker, provided background for the Festivals & Cultural Events (F&CE) Support Fund Grant Program and use of unrestricted earned revenue.

Thacker then presented the F&CE Grant Committee’s investment recommendations for events taking place in 2023. The committee recommended investing a total of \$90,150 in the 22 events listed in the chart below. Thacker stated the recommended investment amounts for each event.

	Organization	Event	Amount
1	Appalachian Sustainable Agriculture Project	ASAP Farm Tour	\$5,000
2	Asheville Celtic Group	Asheville Celtic Festival	\$5,000
3	Asheville Creative Arts	Peace Gardens and Market Annual Spring Fling!	\$5,000
4	Asheville Downtown Association	Asheville Holiday Parade	\$5,000
5	Asheville Downtown Association	Downtown After 5	\$5,000
6	Asheville Downtown Association	Pritchard Park Summer Series	\$3,850
7	Asheville Independent Restaurant Association (AIR)	Taste of Asheville	\$5,000
8	Asheville Makers Inc.	Maker Faire Asheville	\$2,500
9	Asheville Mardi Gras	Asheville Mardi Gras Parade and Queen's Ball	\$4,000
10	Asheville Symphony Society, Inc.	Symphony in the Park	\$5,000
11	Aurora Studio & Gallery, Inc	Zelda Fitzgerald Week	\$800

	Organization	Event	Amount
12	Black Mountain Swannanoa Chamber of Commerce	Sourwood Festival	\$5,000
13	Black Mountain College Museum + Arts Center	{Re}HAPPENING 11	\$3,500
14	Blue Ridge Pride	Blue Ridge Pride Festival	\$5,000
15	Center for Honeybee Research (CHBR)	Asheville HoneyFest	\$5,000
16	Connect Beyond Festival	Connect Beyond Festival	\$5,000
17	Green Built Alliance	CiderFest NC	\$3,500
18	Johnny Shields Productions LLC (OpenDoors Asheville)	Beer City Comic Con	\$2,500
19	LEAF Global Arts	LEAF Downtown AVL	\$5,000
20	Outdoor Gear Builders of WNC	Get in Gear Fest	\$2,500
21	Swannanoa Valley Museum	Walk Through History	\$2,000
22	The Center for Craft, Creativity, & Design Inc.	Krafthaus	\$5,000
TOTAL			\$90,150

Events were plotted on a timeline to show when they would occur in 2023 and that they are spread throughout the calendar year and represent a variety of organizations.

Discussion took place about properly managing applications submitted by a nonprofit fiscal agent on behalf of a for-profit company. It was decided that the F&CE Grant Committee should be asked to consider setting parameters.

Lehman then made a motion to approve the grant investment funding for each event as recommended by the F&CE Grant Committee, and Durden seconded the motion. There was no further discussion. A vote was taken, and with all in favor, the motion carried 8-0.

Bylaws Update Notice

Mosher announced that the BCTDA bylaws would be updated due to the recent legislation change, and the board must be given at least 30 days of advanced notice of bylaws updates. Mosher said proposed updates would be considered at the November 30, 2022, meeting.

Asheville City Council Update

Councilmember Kilgore reported on recent city-related business, including the historic designation of Walton Street Pool and Park, an ordinance amendment that will allow for replacement of manufactured or mobile homes, and the Close the GAP plan adoption.

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 this 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 October 25 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.

Mosher invited Rachel Wood, Assistant City Manager, to speak. Wood thanked the TPDF committee and the BCTDA on behalf of the City of Asheville for partnership and investments.

Mosher invited Diana Pierce to speak. Pierce addressed the board on behalf of the Asheville Pickleball Association and spoke about its goals related to sports tourism.

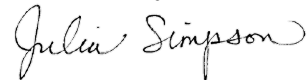
Adjournment

Crosby moved to adjourn the meeting, and Lusick seconded the motion. With all in favor, the motion carried 8-0. The meeting adjourned at 10:21 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, November 30, 2022, beginning at 9:00 a.m., at The Collider, located on the fourth floor of 1 Haywood Street in Asheville.

Respectfully submitted,



Julia Simpson, Manager, Executive & Strategy