

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

The Collider – 1 Haywood Avenue, 4th Floor, Asheville

Board Meeting Minutes

Wednesday, November 30, 2022

- Present (Voting):** Kathleen Mosher, Chair; Andrew Celwyn, Matthew Lehman, HP Patel, Scott Patel, Elizabeth Putnam, Larry Crosby, Michael Lusick
- Absent (Voting):** Brenda Durden, Vice Chair
- Present (Ex-Officio):** None
- Absent (Ex-Officio):** Asheville City Councilmember Sandra Kilgore, Buncombe County Commissioner Robert Pressley
- CVB Staff:** Vic Isley, Julia Simpson, Josh Jones, Ashley Greenstein, Marla Tambellini, Mike Kryzanek, Penelope Whitman, Luisa Yen, Mickey Poandl, Cass Herrington, McKenzie Provost, Joshua Runkles
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Chris Kessler, CliftonLarsonAllen LLP (CLA)
Chris Smith, Asheville Buncombe Regional Sports Commission
Randy Claybrook, Asheville Bed and Breakfast Association
Rachel Wood, Jaime Matthews; City of Asheville
Jason Sanford, Ashevegas.com
- Online Attendees:** Tina Porter, Khal Khoury, Emily Crosby, Carli Adams, Whitney Smith, Jay Tusa, Charlie Reed, Tiffany Thacker; CVB Staff
Tina Kinsey, AVL Regional Airport
Timothy Love, Buncombe County
John Ellis, Prior BCTDA Board Member
Jim Muth, TPDF committee
Scott Kerchner, Element Asheville/TPDF committee
Kit Cramer, Zach Wallace; Asheville Area Chamber of Commerce
Madison Davis, Asheville Buncombe Regional Sports Commission
Kevin Beattie, Anjali Pate; WLOS
Megan Shields, MMGY Global

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.
- Elizabeth Putnam was welcomed to the BCTDA. Introductions were made around the room. Putnam abstained from voting on any motions in her first board meeting.
- Minutes from the October 26, 2022, BCTDA meeting were approved with a 7-0-1 vote.
- The October 2022 financial reports were reviewed and approved with a 7-0-1 vote.
- The June 2022 Final financial reports were reviewed and approved with a 7-0-1 vote.
- BCTDA bylaws and nonprofit bylaws amendments were approved with a 7-0-1 vote.
- Vic Isley provided her President & CEO's report.
- With a 7-0-1 vote, the BCTDA meeting adjourned at 9:55 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 recognized The Collider received Tourism Product Development Fund investment.

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.

Mosher welcomed new board member Elizabeth Putnam, who was recently appointed by Buncombe County to serve a 3-year term as a vacation rental owner. Putnam chose to abstain from voting for this meeting. Introductions were made around the room.

Approval of Meeting Minutes

Celwyn made a motion to approve the October 26, 2022, regular meeting minutes as presented. HP Patel seconded the motion. There was no discussion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

Financial Reports

October 2022 Financial Reports

BCTDA Fiscal Agent Don Warn was absent. Matthew Lehman, treasurer of the nonprofit, reviewed the October 2022 financial statements. There were no questions.

Lusick made a motion to approve the October 2022 financial reports as presented, and Crosby seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

Final June 2022 Financial Reports

Lehman reviewed the final June 2022 financial statements. There were no questions.

Celwyn made a motion to approve the final June 2022 financial reports as presented, and Crosby seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

FY2021-22 Audit Presentation

Chris Kessler, CPA/Principal - State and Local Government, for the accounting firm of CliftonLarsonAllen LLP (CLA), introduced himself and shared background on CLA. Kessler explained the financial statements for the fiscal year that ended June 30, 2022, were audited in accordance with Government Auditing Standards.

Kessler outlined the audit reports that were distributed to the board in advance of the meeting, which included the Independent Auditors' Report, the Report on Internal Control over Financial Reporting and Compliance and Other Matters, and the Governance Communication Letter.

Kessler delivered required communications to the board, reviewed highlights of the BCTDA's financial position as of June 30, 2022, thanked everyone who assisted in the audit process, and answered all clarifying questions.

Lehman made a motion to accept the BCTDA's FY2021-22 audit as presented and place it on file, and Crosby seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

Bylaws Updates

Mosher explained the rationale for the bylaws amendments following the legislation change and noted conflict of interest language was added based upon previous board discussion. Mosher asked staff and finance committee to draft a supplemental policy on board reimbursements.

BCTDA Bylaws

Celwyn made a motion to approve the amended BCTDA bylaws as presented, and Crosby seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

BCTDA Nonprofit Bylaws

Crosby made a motion to approve the amended nonprofit bylaws as presented, and Lehman seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

President & CEO Report

Vic Isley presented graphs of lodging occupancy for October 2022 compared to previous years, room demand by lodging type by year through October 2022, and hotel and vacation rental supply and demand growth by year through October 2022.

Isley noted this was the first time in Buncombe County that vacation rental room supply had eclipsed hotel room supply. The reports prompted discussion about the healthy ratio of supply to demand for hotels. Isley said trends would be further evaluated in January after a full calendar year of data was available.

Isley then shared updates about US Open return on investment, Asheville Championship sponsorship, hosting Garden & Gun's Made in the South Awards, and recent Today Show features. Isley announced the FY2021-22 Annual Report was available on [AshevilleCVB.com](https://www.ashevillecvb.com).

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

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

Mosher acknowledged that Pressley's service to the board was ending and expressed gratitude.

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 November 29 registration deadline at 12:00 p.m.

In-Person Public Comments

Mosher said no one signed up to share in-person public comments at this meeting.

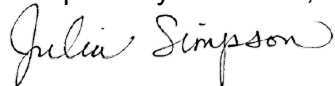
Adjournment

Crosby moved to adjourn the meeting, and Lusick seconded the motion. Putnam abstained from the vote. With all others in favor, the motion carried 7-0-1. The meeting adjourned at 9:55 a.m.

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

The next joint BCTDA meeting will be held on Wednesday, January 25, 2023, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,



Julia Simpson, Manager, Executive & Strategy