



POWERED BY | Buncombe County Tourism Development Authority

### Board Meeting

Wednesday, February 28, 2024 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

### AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Approval of January 24, 2024 Meeting Minutes	Brenda Durden
9:10 a.m.	Financial Updates <ul style="list-style-type: none"> <li>a. January 2024 Financial Reports</li> <li>b. Finance Committee Appointments</li> </ul>	Mason Scott, Buncombe County Brenda Durden
9:20 a.m.	President & CEO Report <ul style="list-style-type: none"> <li>a. Industry Metrics</li> <li>b. 2023 Annual Lodging Performance Report</li> <li>c. Other Updates</li> </ul>	Vic Isley
9:45 a.m.	Tourism Product Development Fund (TPDF) Updates <ul style="list-style-type: none"> <li>a. TPDF Project Usage Report</li> <li>b. Annual TPDF Projects Update</li> </ul>	Katie Stadius, Zartico Tiffany Thacker
10:10 a.m.	Buncombe County Comprehensive Plan	Nathan Pennington, Buncombe County
10:30 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:35 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:40 a.m.	Miscellaneous Business	Brenda Durden
10:45 a.m.	Comments from the General Public	Brenda Durden
10:50 a.m.	Adjournment	Brenda Durden

### SAVE THE DATE

Hospitality Outlook | March 21, 2024 | 4:00 p.m. to 6:00 p.m.

The next joint BCTDA monthly meeting is **Thursday, March 21, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. The BCTDA's Annual Planning Session will be held on **Friday, March 22, 2024**, 10:00 a.m. to 5:00 p.m., in the Barrel Room of Highland Brewing Company, located at 12 Old Charlotte Highway. More information will be posted on AshevilleCVB.com. Please contact Julia Simpson at [jsimpson@ExploreAsheville.com](mailto:jsimpson@ExploreAsheville.com) or 828.333.5831 with questions.

#### **BCTDA Mission Statement**

*To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.*