

**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 25, 2017

**Present (Voting):** Jim Muth, Chair; Gary Froeba, Vice Chair; Leah Ashburn, Andrew Celwyn, Himanshu Karvir, John Luckett, Paula Wilber

**Absent (Voting):** Chip Craig, John McKibbon

**Present (Ex-Officio):** Buncombe County Commissioner Joe Belcher, Asheville City Councilmember Julie Mayfield

**Absent (Ex-Officio):** None

**BC Finance:** Jennifer Durrett

**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, Carli Adams, Dodie Stephens, Jason Tarr, Landis Taylor, Justine Tullos

**Guests:** Robert Foster, DoubleTree by Hilton Hotel Asheville - Biltmore and TPDF Committee Chair  
Gary Hannah, Hilliard Lyons  
Mayor Esther Manheimer, Councilmember Keith Young, Cathy Ball, Stephanie Monson-Dahl; City of Asheville  
Tonya Marshall, Andrew Vanderschaff; Gould Killian CPA Group, P.A.  
Bob McMurray, Black Mountain-Swannanoa Chamber of Commerce  
Demp Bradford, Asheville Buncombe Regional Sports Commission  
Jane Anderson, Asheville Independent Restaurant Association  
Lew Bleiweis, Asheville Regional Airport  
Pattiy Torno, Curve Studios/River Arts District Artists  
John Ellis, Past BCTDA Board Member  
Reverend Patricia Bacon, Nancy Smith-Hunnicut, Calvary Presbyterian Church  
Jason Sandford, Ashvegas  
Virginia Daffron, Mountain Xpress  
Dillon Davis, Asheville Citizen-Times  
John/Videographer, WLOS

## **Executive Summary of Meeting Minutes**

- Chairman Muth called the joint meeting of the BCTDA, Public Authority and Nonprofit Corporation, to order at 9:05 a.m.
- Minutes from the September 27, 2017 BCTDA meeting were approved with a 7-0 vote.
- Tonya Marshall with the Gould Killian CPA Group presented the BCTDA's FY 2016-17 audit, in which a 'clean and unmodified opinion' was rendered. In a 7-0 vote, the audit was accepted and placed on file.
- The final/revised June 2017 and September 2017 financial reports were reviewed and approved with separate 7-0 votes.
- Gary Hannah presented a recommended amendment to the Explore Asheville CVB's 401k retirement plan, which was approved with a 7-0 vote.
- In her President's Report, Ms. Brown reviewed recent industry and Explore Asheville CVB activities and metrics.
- Robert Foster, chair of the Tourism Product Development Fund committee, presented the 2017 TPDF funding recommendations. In a unanimous 7-0 vote, the board approved the committee's recommendations and awarded \$4,872,500 to three community projects that will benefit both residents and visitors alike. These include: Black Mountain College Museum + Arts Center (\$200,000); Haywood Street Congregation (\$72,500); and an addition to the previously approved City of Asheville/Riverfront Destination Development project (\$4,600,000).
- Mayor Manheimer and Councilmember Mayfield thanked the TPDF committee and BCTDA for proactively awarding \$4.6 million to the Riverfront Destination Development project, adding this was a great example of the BCTDA's partnership with the City of Asheville.
- A Marketing Update was shared with Ms. Tambellini focusing on the recently-executed *Tourism Builds Community* campaign and Ms. Stephens reviewing elements of the Digital Influencer program.
- A brief Group Sales & Services departmental update highlighting sales activities and metrics was provided by Ms. Pierce, followed by Ms. Taylor and Ms. Adams presenting recent PR and media strategies and successes in Meetings & Conventions channels and publications.
- Updates from Asheville City Councilmember Julie Mayfield and Buncombe County Commissioner Joe Belcher were heard.
- Mr. McMurray and Mr. Bradford shared items of interest under Miscellaneous Business.
- Speaking on behalf of local River Arts District artists, CURVE Studio owner Patti Torno thanked the BCTDA for approving the \$4.6 million in additional funding for the River Arts District redevelopment project
- The joint meeting of the BCTDA, public authority and nonprofit corporation, adjourned at 10:56 a.m.

## **Call of the Joint BCTDA Meeting to Order**

Chairman Muth called the joint meeting of the Buncombe County Tourism Development Authority (BCTDA), Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:05 a.m. and welcomed everyone. The visitors in attendance introduced themselves.

## **Approval of Meeting Minutes**

Mr. Lockett made a motion to approve the September 27, 2017 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**

### **FY 2016-17 Audit Presentation**

Tonya Marshall, audit manager with Gould Killian CPA Group, P.A., thanked the board for allowing Gould Killian to be the BCTDA's auditing firm again this year. She introduced staff accountant Andrew Vanderschaff who worked with Ms. Durrett and the BCTDA on the audit. Ms. Marshall focused on the Audit Wrap-Up Document and said she was pleased to report the result rendered a 'clean and unmodified opinion' on the FY 2016-17 financial statements, and the Gould Killian staff did not encounter any difficulties from Buncombe County Finance (BCF) or Explore Asheville CVB staff members. Ms. Marshall said the financial statements are fairly stated and there are no material weaknesses. She noted the documents have been submitted to the Local Government Commission (LGC) for final review and approval, which will be received soon, and no changes are expected. She briefly reviewed the audit process, which includes a review of financial data and invoices at Buncombe County Finance, interviews of BCF/CVB management and staff, and members of the BCTDA board. Ms. Marshall encouraged the BCTDA to review the documents thoroughly and to reach out to her for additional information if needed. She added Ms. Durrett will present the final June 2017 financial statements next and concluded her report by offering to answer questions.

In response to Mr. Celwyn's question related to the types of items reviewed in the audit process and inquiring if anything was done differently this year, Ms. Marshall said Gould Killian reviews invoices, bank statements, receives third-party confirmations of vendor balances, and always tries to incorporate elements of unpredictability when reviewing items related to expenditures.

Ms. Brown added one process that changed in the past year was using an electronic signature on checks and receiving a log from BCF to review after each check run.

Mr. Froeba made a motion to accept the BCTDA's FY 2016-17 audit as presented and place it on file. Ms. Ashburn seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

The audit documents are on file with the Explore Asheville Convention & Visitors Bureau.

### Final June 2017 Financial Reports

Ms. Durrett reviewed the final June financial statements, noting they differ from the preliminary version presented in August as they now include two months of revenue (May and June, for occupancy tax receipts collected in June and July, respectively) and expenses that were processed after June 30 and accrued back to the FY 2016-17 budget.

Occupancy tax revenue received in July for June sales totaled \$2,872,946. June expenditures totaled \$5,407,805. YTD revenues (including appropriated fund balance) exceeded expenditures by \$1,271,021. June expenditures for Administration: \$165,995; Professional Services: \$207,778; General Tourism (excludes media buys): \$199,425; Net Media: \$4,698,196; Motorcoach: \$1,266; Meetings and Conventions: \$47,663; Convention Services: \$4,834; Marketing/Public Relations: \$83,083; International: \$2,920; Public Affairs: (\$4,354); and Events Grant Program: \$1,000. There is \$3,957,874 in undedicated dollars in the Tourism Product Development Fund (TPDF).

Revenue Summary: June 4.5 percent (operating) collections equaled \$1,495,977, and 1.5 percent (TPDF) collections totaled \$498,659.

Ms. Durrett noted that the TPDF summary has been corrected and that at the end of FY 2017, just under \$4 million was available in the Fund. There were no questions related to the financial statements.

Mr. Karvir made a motion to approve the final June 2017 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.

### September 2017 Financial Reports

Ms. Durrett reviewed the September 2017 financial reports.

Occupancy tax revenue received in September for August sales totaled \$1,540,664. September expenditures totaled \$506,005. YTD revenue exceeded expenditures (including appropriated fund balance) by \$1,779,915 and includes three months of expenditures and two months of revenue. September expenditures for Administration: \$44,948; Professional Services/Contract: \$224,406; Staff & Facilities: \$4,167; Net Media: \$63,721; Motorcoach Sales: \$8,055; Meetings and Conventions: \$37,452; Convention Services: \$229; Marketing/Public Affairs: \$1,164; Marketing/Public Relations: \$20,156; International: \$1,976; Public Affairs: \$6,638; Event Grants Program: \$51,500.

There is currently \$4,913,756 undedicated in the Tourism Product Development Fund.

Mr. Celwyn made a motion to approve the September 2017 financial reports as presented. Mr. Karvir 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.

## **Retirement Plan Amendment**

Chairman Muth said the recent reorganization of the CVB necessitated a division of staff benefits from the Asheville Area Chamber of Commerce. He introduced Gary Hannah with Hilliard Lyons to discuss a recommended change to the Explore Asheville CVB's 401k plan.

Mr. Hannah said that when the two organizations separated, the BCTDA kept the rules of the prior plan. Mr. Hannah said that with a smaller employee base, the way the plan is currently written, some employees would be penalized and unable to contribute the maximum annual allowed amount. Based on this, the entire plan was reviewed, and the following changes are being recommended for approval:

- Shift to a 401k employer contribution structure under IRS Safe Harbor rules. The BCTDA makes a dollar for dollar matching contribution of up to 3% of pay subject to the vesting schedule. Additionally, the BCTDA makes a non-elective 3% contribution to each employee regardless of whether or not the employee contributes to the plan. All employer contributions are immediately vested and are not subject to a vesting schedule.
- Change in enrollment date: currently employees must wait until July 1 or January 1 after completing a year of employment to enroll in the plan. The proposed enrollment date is the month following 12 consecutive months of employment.

Mr. Hannah answered all questions related to the proposed changes. Ms. Brown further explained changes related to the new vesting schedule and the difference that makes when a staff member terminates their employment.

When the discussion ended, Ms. Wilber made a motion to approve the recommended changes to the BCTDA's plan administered by Hilliard Lyons as presented. Mr. Karvir seconded the motion. There was no discussion and with all in favor, the motion carried 7-0 and the proposed amendment was approved as presented.

The documentation is on file with the Asheville Convention & Visitors Bureau and the changes will become effective on January 1, 2018.

## **President's Report**

Ms. Brown encouraged board members to read the CVB Recap each month, which is a comprehensive record of the staff's activities. She noted there is a summary at the beginning that provides an overview and highlights for the month. She then briefly reviewed key metrics from the September Visitor Index and said the fall advertising campaign has been performing well. A brief discussion took place related to lodging sales, short-term rental data, visitation in September and October, recent weather events and the impact the influx of hotel supply has had on the area.

During and after her report, Ms. Brown answered all related questions. Monthly Visitor Indexes and CVB Staff Recaps are posted on [ExploreAshevilleCVB.com](http://ExploreAshevilleCVB.com).

Chairman Muth thanked Ms. Brown for the update and the efforts of her and the Explore Asheville team.

## **Tourism Product Development Fund 2017 Funding Cycle Recommendations**

Robert Foster, chairman of the Tourism Product Development Fund (TPDF) committee, said the 2017 application cycle went well and he is present today on behalf of the committee to make funding recommendations to the BCTDA. He thanked Ms. Kappes for her efforts in managing the funding process and providing support to both committee members and applicants alike. Mr. Foster said after an extensive review, the committee met to determine final recommendations on October 19, and the recommended award package for this cycle totals \$4,872,500.

Mr. Foster shared a PowerPoint presentation and gave an overview of the process the TPDF committee followed over the past few months of reviewing and evaluating the grant applications that were received in this year's cycle. Highlights of the presentation included:

- The current undesignated balance of the TPDF fund is \$5.4million, which includes estimated October collections.
- In Phase I of the funding cycle, eight applications were received with a total request of \$4,522,500.
- The Phase I review, designed to ensure projects meet core criteria, reduced the pool to four projects invited to move onto Phase II. Representatives from the Organic Growers School opted to wait until a future cycle when plans are further along, and the remaining three projects reduced the total funding request to \$1,209,500.
- In Phase II, applicants underwent a rigorous review process, which included submitting a long-form application, providing extensive supporting documentation, and giving in-person presentations of project details to the committee. Additionally, each applicant was asked to host a site visit for committee members, which provided deeper insight and context for the projects.
- The committee members utilized a weighted scorecard that conformed to guidelines approved by the BCTDA. The scorecard was used as a tool to assist in evaluating projects that provide the best return on TPDF funds.

Mr. Foster said that of the three remaining projects, the TPDF committee recommended the following two projects from the 2017 cycle as ready to be funded based on criteria and aligning with legislative requirements:

### **Black Mountain College Museum + Arts Center on Pack Square Project**

#### **Recommended Amount: \$200,000**

The Black Mountain College Museum + Arts Center project is a relocation and expansion from two small gallery spaces on Broadway in downtown Asheville to a new space at 120 College Street on Pack Square Park. The new space will include 2,500 sq. ft. of flexible exhibition/event space, a permanent Black Mountain College history and research center, an expanded library, on-site storage for the permanent collection, and a larger retail bookshop. This project will help solidify the museum as a strong and vital international art center, and further cement Asheville as a major cultural destination.

### **Haywood Street Congregation Fresco Project**

#### **Recommended Amount: \$72,500**

The Haywood Street Congregation is planning to artfully portray its vision of community through a masterpiece artwork in the fresco medium covering the central wall of its sanctuary located at 297 Haywood Street in downtown Asheville. Fresco, best known as

the technique used by Michelangelo in the Sistine Chapel, is a process where the mixed pigments are absorbed by the plaster, becoming part of the wall. Asheville artist Christopher Holt, commissioned by Haywood to create the fresco, has worked on other frescoes in the region with renowned artist Ben Long. These frescoes have become tourist attractions in other parts of Western North Carolina as stops along the Blue Ridge National Heritage Trail. Once completed, the Haywood fresco will become part of the trail, helping to strengthen cultural and heritage tourism in the region.

Additionally, the committee recommends awarding \$4.6 million to the City of Asheville for its previously approved TPDF grants related to Riverfront Redevelopment:

**Increase for City of Asheville Riverfront Destination Development Projects  
Recommended Amount: \$4,600,000**

The committee is recommending an increase in support for the City of Asheville Riverfront Destination Development projects. The projects were previously vetted to meet the TPDF funding criteria and the increase is to reinstate items that were removed from the scope of the project due to escalating construction costs. The BCTDA's current grants for the projects total \$2,525,000. Additionally, \$975,000 has been awarded for the Beaucatcher Greenway.

The committee recommends the following project be deferred pending further consideration:

**LEAF Cultural Arts Center Project  
Requested Amount Pending Further Consideration: \$937,000**

LEAF Community Arts, known for its signature events LEAF Festival and LEAF Downtown, is developing LEAF Cultural Arts Center, a year-round cultural arts education institute, event center and creative hub on the edge of downtown Asheville. The new center will include a 3,000-square foot multi-functional facility designed to connect cultures and create community through music and arts programming, creating a global arts engagement destination.

Discussion centered on the additional funding being awarded to the City of Asheville. It was noted that this additional \$4,600,000 will bring the total of BCTDA funding for the City of Asheville's River Arts District development to \$7,125,000. The enhanced TPDF grant will facilitate the completion of the southern section of the River Arts District Transportation Improvement Project (RADTIP), including roadway improvements, sidewalks, crosswalks, street trees, a protected bike lane, on-street parking, public art and storm water improvements.

Mr. Foster said the City of Asheville did a phenomenal job of building the riverfront, however, building costs exploded and the project had to be scaled back. He added the city engineered a plan to redo the project, and it was a good response, however, the committee desires the plan be completed as previously presented as much as possible. Mr. Foster said the committee is recommending the BCTDA take its current level of support of \$2,525,000 and increase it by \$4.6 million. He said the riverfront is a huge benefit to our area and the committee is excited to partner with the City of Asheville to help cover the difference and bring the project to fruition without needing to phase it out over several years.

Mr. Foster and Ms. Brown then answered questions related to the funding recommendations, and shared a map/explanation outlining what will be funded in the

River Arts District. Ms. Brown clarified this addition will enable the southern section between the roundabout and Amboy Road to be fully realized.

Councilmember Mayfield explained that the original plan has been in place for the River Arts District for several years, and was intended to be funded by a TIGER VI grant, however, it had to be scaled back when updated construction bids were received and construction costs had skyrocketed. She said there are elements of the project that will still be on hold, but those are separate greenway pieces. Councilmember Mayfield said this is an integral part of the plan and with this funding, it can be completed all at once, which is better for artists and businesses, and the safety of pedestrians and cyclists.

Ms. Brown confirmed that the additional funding still meets the criteria for projects approved through the TPDF, as the total project cost is \$60 million and the appropriate matching funds are in place. The construction will take three years instead of six, and completion will help distribute the visitor base to different areas outside of downtown. Mr. Foster added that the project was fully vetted in a previous funding cycle and this increase puts elements of the plan back into the project that were removed due to the aforementioned budget constraints.

Mr. Foster said the TPDF committee recommends funding the grants to Black Mountain College Museum + Arts Center, Haywood Street Congregation, and the City of Asheville's Riverfront Destination Development projects as presented, totaling \$4,872,500.

A discussion took place centering on the 2017 application process and previously funded grants, the low number of applications received in this round, the legislative mandate that only nonprofits and municipalities may apply for funding, with Ms. Brown noting the number of active projects currently under construction in the community is significant.

Councilmember Mayfield said that as Asheville City Council's representative at the table, she wanted to thank the members of the TPDF committee for proactively making this recommendation. She said she is aware of the tension and dialogue in the community surrounding the BCTDA and that this is a great show of support. She also appreciates the efforts exhibited over the past few years to redirect TPDF funding to focus on city-owned projects. Councilmember Mayfield said over \$22 million, or 63 percent of all TPDF funding awarded to date, has gone to city-owned projects. She added she tries to set the record straight when people express to her that the BCTDA and CVB don't support the city, and this is just one example of the partnership that is currently in place.

Mr. Foster said that when the committee evaluates applications, the criteria always requires that the projects are good for both the community and visitors alike.

In response to Mr. Celwyn's question asking if there will be enough funding available for LEAF should it be approved after further consideration, Mr. Foster said that by the time the additional information is received and the committee reconvenes, more than the requested \$937,000 will have accumulated in the Fund.



When the discussion ended, Mr. Celwyn made a motion to award Tourism Product Development Fund grants, totaling \$4,872,500, to the following three community projects:

1. \$200,000 to the Black Mountain College Museum + Arts Center
2. \$72,500 to Haywood Street Congregation
3. \$4,600,000 to the City of Asheville's Riverfront Destination Development projects

Mr. Karvir seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

Chairman Muth said this is a very special moment for our community and invited comments.

Mayor Manheimer stood and said she echoed the sentiment of Councilmember Mayfield, that this is a wonderful example of the partnership between the City of Asheville and the BCTDA. She added Councilman Young, Cathy Ball and Stephanie Monson Dahl are present, as well, to show appreciation for the \$4.6 million increase to the Riverfront Destination Development grant. Mayor Manheimer continued that this is a wonderful project for our community and tourism, adding the first hotel project in the RAD in recent years was approved by Asheville City Council last night. She said the city is taking on more capital projects than ever in the past and she looks forward to continuing and building upon this existing partnership.

Grant recipients will be officially notified of the awards by CVB staff. The PowerPoint presentation is on file with the Explore Asheville Convention & Visitors Bureau.

## **Marketing Update**

### **Tourism Builds Community Campaign**

Ms. Tambellini shared a PowerPoint presentation focusing on ways “*Tourism Builds Community*.” She said one element of the “Harvest Campaign” was the purchase of national advertising in USA Today’s travel section through local Asheville Citizen-Times sales staff. Based on that total Gannett advertising buy, value added/free local advertising was earned to expend with the Asheville Citizen-Times. This met the legislative mandate to not spend advertising dollars locally while also allowing the tourism story to be shared via banner ads and videos during the 30-day campaign in the Asheville Citizen-Times. Ms. Tambellini shared the [first Faces of Tourism video](#), which was released several months ago, followed by the [newest Faces of Tourism video](#) that was shared at the BCTDA’s Annual Meeting in September. Ms. Tambellini noted the videos have been scaled down to shorter versions to be viewed as part of the “*Tourism Builds Community*” campaign. Ms. Tambellini concluded her report by stating the in-banner videos linked to a [“Look Who’s Counting on Tourism” page](#) and reviewed campaign clicks and metrics to date. She complimented Cat Kessler and Jason Tarr for conducting the Faces of Tourism interviews while working with Amplified Media to create the videos.

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

### Digital Influencer Report

Ms. Tambellini said one of the ongoing goals of the marketing department is to find new ways to tell the Asheville story that are not traditional advertising methods. She said one way is to bring influencers into the area. She introduced Director of Communications Dodie Stephens to present recent efforts related to this goal.

Ms. Stephens shared a PowerPoint presentation highlighting how the CVB's influencer project is evolving. She said that while staff works with digital influencers every day, there has been a nomenclature shift of entering into a contract with paid influencers. She shared some examples of earned influencers based on the modern integrated marketing platform of the PESO model, which includes Paid, Earned, Shared and Owned media. Ms. Stephens then reviewed the areas of focus in the program and named the CVB's influencer partners. She then shared the criteria regarding how influencers are selected and how when they visit Asheville, each one has a detailed itinerary that includes a diverse range of experiences. She then showed the [video done by influencer Jeremy Foster of Travel Freak](#), a result of the earned influencer program, noting deliverables like this are shared across our social channels. Ms. Stephens added more than 50 local businesses were featured during this recent influencer effort, resulting in an estimated 36.8 million potential impressions across all social platforms.

Ms. Stephens concluded her report by stating the staff will take what they learned from this experience and continue to build on the program.

Chairman Muth thanked Ms. Stephens for the presentation. The PowerPoint is on file with the Explore Asheville Convention & Visitors Bureau.

### **Sales Update**

#### Group Sales Update

Ms. Pierce provided a verbal report of Group Sales & Services team activities and initiatives over the past month, noting the ongoing goal is to make connections with meeting planners. She reviewed how staff members were recently involved in travel and tradeshow events in Washington D.C., IMEX America, media placements, features in magazines, Q&A successes, sports trade events, and the SoCon launch party.

#### Meetings & Conventions PR: Amplifying Awareness

Ms. Pierce said the team has worked to increase media and PR coverage in the meetings realm and the efforts are paying off. She introduced Group Communications and Services Manager Carli Adams and PR Manager Landis Taylor to share recent successes in meetings market coverage.

Ms. Taylor and Ms. Adams shared a PowerPoint presentation outlining the annual planning process they followed to plan for group/meetings media and PR hits in 2017. They began collaborating in December 2016 with a call to partners for news and securing editorial calendars from media outlets. They developed a list of media contacts, a press sheet, and added content on [AshevilleMeetings.com](#). Ms. Adams and Ms. Taylor then implemented the plan by pitching the information to media, responding to inquiries, sharing information on media tours, and offering site visit support.

Next, Ms. Adams and Ms. Taylor shared results of their efforts, including clips in Connect Faith (Where to Meet and Eat in Asheville), Meetings Today (North Carolina's Foodtopia; Sound Tracks: North Carolina tunes in with an array of music venues for groups), Smart Meetings (Artsy, Craftsy & Plenty of Character: NC's Thriving Cultural Scene; Emerging Meeting Destinations), and Successful Meetings (How CVBs and DMOs Hold the Keys to Better Meetings).

Ms. Taylor and Ms. Adams concluded the presentation by sharing recent accolades and industry recognition, which include:

- Asheville listed in "Meet on Top of the World: Mountain Meeting Destinations," Smart Meetings
- Asheville listed among "Destinations on the Rise for Meetings 2017," Successful Meetings
- Asheville included in "The Top Incentive Destinations in the World," Successful Meetings

Chairman Muth congratulated Ms. Taylor and Ms. Adams on their smart professionalism and partnership, along with the successes they garnered throughout the year. A round of applause was offered.

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

### **Asheville City Council Update**

Councilmember Mayfield thanked the BCTDA for the "incredible gift" that was just approved to increase the City of Asheville's River Arts District TPDF grant by \$4.6 million. She said the city is spending a lot of time on issues related to growth and development, and many changes are occurring as a result, and that this additional funding will make a big difference in the RAD.

Councilmember Mayfield then reported on other city-related business, including form-based code in the RAD and on Haywood Street, increased enforcement efforts of illegal short-term rentals, and the recent approval of a third hotel since new guidelines were implemented. A brief discussion took place centering on how STRs affect the housing market.

Councilmember Mayfield ended her report by encouraging everyone to vote in the upcoming general election.

Chairman Muth thanked Councilmember Mayfield for the update.

### **Buncombe County Commission Update**

Commissioner Belcher reported on county-related business, including approval of an agreement for the Woodfin Greenway, progress on the Coxe Avenue parking garage scheduled to open in 2018 and the availability of parking spaces for the public in the evenings and on weekends, increased funding of early childhood education and Pre-K program initiatives, and changes to economic development policies. Commissioner Belcher noted the leadership of the BCTDA, City of Asheville and Buncombe County will meet on October 31 to discuss ways to increase collaboration. He also said significant

changes related to personnel have been implemented to improve transparency and accountability, with more changes occurring over the next 90 days.

Chairman Muth thanked Commissioner Belcher for the report.

### **Miscellaneous Business**

Mr. McMurray said Black Mountain will host the annual “Little Town that Rocks” rocking chair auction, Art by the Tracks, and the annual pet parade over the next couple of weeks.

Mr. Bradford thanked the BCTDA for approving funding recently to secure the international Haute Route cycling event, which has been secured for 3 consecutive years beginning in May 2018.

### **Comments from the General Public**

On behalf of the River Arts District Artists, Pattiy Torno extended a heartfelt thanks to the BCTDA for the \$4.6 million it just approved to increase the City of Asheville’s previous TPDF grant. She said that this funding will allow the project to be done in one phase to include three years of construction, instead of extending it out and keeping the RAD under construction for up to six years. She added this directly impacts the lives of the artists and people who live there and is very much appreciated.

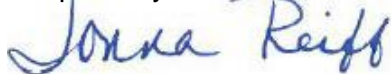
### **Adjournment of the Joint Meeting of the BCTDA, Public Authority and Nonprofit Corporation**

Chairman Muth thanked board members and guests for attending the meeting and encouraged everyone to attend the CVB’s Partner Forum on November 16 and the annual holiday party on Wednesday, December 6.

Mr. Froeba made a motion to adjourn the joint meeting of the BCTDA. Ms. Wilber seconded the motion. There was no discussion and with all in favor, the motion carried 7-0 and the meeting adjourned at 10:56 a.m.

The BCTDA will next meet on Wednesday, November 29, 2017, at 9:00 a.m., in the Boardroom of the Explore Asheville Convention & Visitors Bureau.

Respectfully submitted,



Jonna Reiff, Executive Operations Manager