



POWERED BY

Buncombe County Tourism
Development Authority

Board Meeting

Wednesday, April 24, 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 Meeting Minutes <ul style="list-style-type: none">a. March 21, 2024 Meeting Minutesb. March 22, 2024 BCTDA Annual Planning Session Minutes	Brenda Durden
9:10 a.m.	Financial Updates <ul style="list-style-type: none">a. March 2024 Financial Reportsb. FY24 Audit Contract	Mason Scott, Buncombe County
9:20 a.m.	2024 Legacy Investment from Tourism (LIFT) Fund Grant Cycle Update <ul style="list-style-type: none">a. LIFT Committee's Capital Project Investment Recommendations	Tiffany Thacker
10:00 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
10:10 a.m.	Strategic Imperatives: Progress Report <ul style="list-style-type: none">a. Third Quarter Review (January 2024 – March 2024 Highlights)	Vic Isley, Dodie Stephens, Michael Kryzaneck, Penelope Whitman, Jennifer Kass-Green
10:35 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:40 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:45 a.m.	Miscellaneous Business	Brenda Durden
10:50 a.m.	Comments from the General Public	Brenda Durden
10:55 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

The next joint BCTDA monthly meeting is **Wednesday, May 29, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at 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.