

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

Wednesday, December 20, 2017 | 9:00 a.m.

Explore Asheville Convention & Visitors Bureau | 27 College Place | Boardroom (1<sup>st</sup> Floor)

### Agenda

9:00 a.m.	Call to Order of the Joint Meeting of the BCTDA, Public Authority and Nonprofit Corporation	Gary Froeba
9:05 a.m.	Approval of 11.29.17 Meeting Minutes	Gary Froeba
9:10 a.m.	Financial Reports a. November 2017 Financial Reports (TAB 1) b. FY 2016-17 Audited Financial Statements Presentation (TAB 2)	Jennifer Durrett Tonya Marshall
9:40 a.m.	President's Report a. CVB Staff Recap (TAB 3) b. Visitor Index (TAB 4) c. Quick List (TAB 5) d. Other Updates	Stephanie Brown
9:50 a.m.	Marketing Report - Winter Advertising Campaign	Marla Tambellini
10:10 a.m.	Asheville City Council Update	Councilwoman Julie Mayfield
10:20 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
10:30 a.m.	Miscellaneous Business	Gary Froeba
10:35 a.m.	Comments from the General Public	Gary Froeba
10:40 a.m.	Adjournment	Gary Froeba

### Save the Date!

Wednesday, January 24, 2018 – Special Partner Forum: Major Events Update in 2018 – 9:00 – 10:30 a.m.  
Explore Asheville Boardroom

The next joint BCTDA meeting is on **Wednesday, January 31, 2018**, at **9:00 a.m.**, in the Boardroom of the **Explore Asheville Convention & Visitors Bureau**, located at **27 College Place**. Please contact Jonna Reiff at [jreiff@ExploreAsheville.com](mailto:jreiff@ExploreAsheville.com) or 828.258.6111 with any 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.*