



POWERED BY | Buncombe County Tourism Development Authority

Board Meeting

Wednesday, August 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 July 31, 2024, Meeting Minutes	Brenda Durden
9:10 a.m.	July 2024 Financial Reports	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent
9:15 a.m.	Penalty Waiver Request - Cloud 9 Farm	Brenda Durden
9:20 a.m.	TPDF Contract Amendment Request – WNC Nature Center	Tiffany Thacker
9:25 a.m.	President & CEO Report <ul style="list-style-type: none"> a. Industry Metrics b. Lodging Performance Report c. Other Updates 	Vic Isley
9:45 a.m.	Marketing Update	Dodie Stephens
10:15 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:20 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:25 a.m.	BCTDA Board Member Updates	Brenda Durden
10:30 a.m.	Miscellaneous Business	Brenda Durden
10:35 a.m.	Comments from the General Public	Brenda Durden
10:40 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

BCTDA Annual Meeting | September 16, 2024, 3:00 – 6:30 p.m. | Crest Center & Pavilion

The next joint BCTDA monthly meeting is **Wednesday, September 25, 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.