



POWERED BY

Buncombe County Tourism  
Development Authority

## Board Meeting

Wednesday, September 27, 2023 | 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.	Welcome New BCTDA Board Member a. Lucious Wilson, Wedge Brewing Company	Brenda Durden
9:10 a.m.	Approval of August 30, 2023 Meeting Minutes	Brenda Durden
9:15 a.m.	Financial Reports a. Welcome New BCTDA Fiscal Agent i. Melissa Moore, Buncombe County Finance Director b. August 2023 Financial Reports c. BCTDA Finance Committee Update i. Investment Services Recommendation	Buncombe County Finance Department  HP Patel, BCTDA Nonprofit Treasurer/Finance Committee Chair
9:25 a.m.	Legacy Investment from Tourism (LIFT) Fund Update a. LIFT Committee Nominations	Tiffany Thacker, Brenda Durden
9:30 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:40 a.m.	Marketing Update	Marla Tambellini
10:00 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:05 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:10 a.m.	Miscellaneous Business	Brenda Durden
10:15 a.m.	Comments from the General Public	Brenda Durden
10:20 a.m.	Adjournment	Brenda Durden

The next joint BCTDA monthly meeting is **Wednesday, October 25, 2023**, 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](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.*