

# WELCOME!

The October 15, 2020 Virtual  
Special Meeting of the Buncombe County Tourism  
Development Authority will begin shortly.

Explore **ASHEVILLE**

# CALL TO ORDER

## **Chairman Himanshu Karvir**

Call to Order the Virtual Joint Special Meeting  
of the BCTDA, Public Authority and BCTDA,  
Nonprofit Corporation

# BCTDA ROLL CALL

## **Chairman Himanshu Karvir**

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- James Poole
- Buncombe County Commissioner Joe Belcher
- Asheville City Councilmember Julie Mayfield (absent)
- Chairman Himanshu Karvir

# CEO SEARCH TIMELINE

## Vice Chairman Gary Froeba

- **April** – Explore Asheville President & CEO Stephanie Brown announced her resignation effective June 30, 2020
- **May** – The BCTDA contracted with SearchWide Global, a firm with expertise in recruiting tourism industry executives, to coordinate a nationwide CEO search
- **June**
  - The BCTDA appointed a 10-member CEO search committee consisting of industry and business leaders and elected officials
  - SearchWide Global hosted over 100 stakeholder interviews
  - Significant interest in the position was received

# CEO SEARCH TIMELINE

## **Vice Chairman Gary Froeba**

- **July**

- Interim Executive Chris Cavanaugh began on July 1
- Position overview was finalized
- Preliminary candidate vetting took place

- **August** – Search committee narrowed field to 12 candidates; vetting continued

- **September**

- In-person interviews were held with six candidates
- Three candidates returned to Asheville for final interviews and presentations
- Search committee voted to select a new CEO from the three finalists

- **October** – Special board meeting was scheduled to officially hire the new CEO

# ABOUT VICTORIA “VIC” ISLEY

## **Vice Chairman Gary Froeba**

- Vic Isley graduated from the University of North Carolina at Chapel Hill with a B.S. in Business Administration/Marketing
- Began career in tourism in mid-1990s at the Durham CVB as Director of Marketing & Communications
- Held senior executive positions at the Tampa Bay CVB and Destination DC in Washington, DC
- Former COO at Destination Marketing Association International (national association of CVBs), and Executive Director of the DMAI Foundation



# ABOUT VICTORIA “VIC” ISLEY

- Currently serves as Chief Sales and Marketing Officer for the Bermuda Tourism Authority, overseeing a \$25 million budget and staff of 19 in the New York City office
- Highly sought-after public speaker, recognized for her knowledge, expertise and evolving perspective of destination marketing
- Named one of the *Top 25 Extraordinary Minds in Hospitality & Travel Sales Marketing* by Hospitality Sales and Marketing Association International (HSMAI) in 2016



# SEARCH COMMITTEE THANKS

## Chairman Himanshu Karvir

**Gary Froeba (Committee Chair)** | BCTDA Vice Chair and Managing Director of The Omni Grove Park Inn

**Himanshu Karvir** | BCTDA Chair and President & CEO of Virtelle Hospitality

**Jane Anderson** | Executive Director of the Asheville Independent Restaurant Association

**Joe Belcher** | Buncombe County Commissioner and BCTDA ex-officio/non-voting member

**Kit Cramer** | President & CEO of the Asheville Area Chamber of Commerce

**John Ellis** | Retired Managing Director of the Diana Wortham Theatre and past BCTDA member

**Julie Mayfield** | Asheville City Councilmember and BCTDA ex-officio/non-voting member

**John McKibbon** | Chairman of McKibbon Hospitality and BCTDA member

**Kathleen Mosher** | Vice President of Communications at Biltmore and BCTDA member

**Jim Muth** | Executive Director of the Asheville Buncombe Hotel Association and past BCTDA chair



# MOTION TO HIRE NEW CEO

## **Chairman Himanshu Karvir**

Call for Motion to appoint Victoria Isley to the position of President/CEO of the Buncombe County Tourism Development Authority, d/b/a Explore Asheville, pursuant to an employment agreement consistent with the terms of the employment term sheet provided and approval for the Chairman of the Board to execute such an agreement.

# ROLL CALL VOTE

## **Chairman Himanshu Karvir**

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir

# WORDS FROM THE NEW CEO

## **Victoria “Vic” Isley**

BCTDA/Explore Asheville's  
new President & CEO  
effective December 1, 2020



# MOTION TO ADJOURN

## **Chairman Himanshu Karvir**

Call for motion to adjourn the virtual joint Special Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation

# ROLL CALL VOTE

## **Chairman Himanshu Karvir**

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir

# NEXT BCTDA MEETING



*Thanks for attending!*

The next BCTDA meeting will be on

**Wednesday, October 28, 2020**

at 9:00 a.m.