

A scenic view of a mountain range at sunset or sunrise, with a white dashed border containing text.

# WELCOME!

The September 30, 2020 virtual 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 Meeting  
of the BCTDA, Public Authority and  
BCTDA, Nonprofit Corporation

# MEETING AGENDA & DOCS

**Chairman Himanshu Karvir**

The agenda and meeting documents are available online.


**Go to:**

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>Board Meetings & Documents

>Upcoming BCTDA Meetings

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[COVID-19 Resources](#) [Contact Us](#)

## Board Meetings & Documents

The BCTDA meets monthly, usually on the fourth or last Wednesday, 9:00 a.m. in the Boardroom of the Explore Asheville Convention & Visitors Bureau. Meetings are open to the public and agendas are posted 48 hours in advance. Additional meeting materials including minutes, staff recaps and performance indexes will be posted after each meeting. Please refer any questions to Jonna (Reiff) Sampson, Executive Operations Manager, at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com).

### Board Meeting Information:

- [Upcoming BCTDA Board Meetings](#)
- [Past BCTDA Board Meetings](#)
- [Past BCTDA Board Meeting Documents](#)

### Quick Links

- » [Share Your Feedback](#)
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### Upcoming Events

BCTDA Board Meeting – August 2020

Wednesday, August 26, 9:00 am - 11:00 am

# BCTDA ROLL CALL

## **Chairman Himanshu Karvir**

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Luckett
- John McKibbon
- Kathleen Mosher
- James Poole
- Buncombe County Commissioner  
Joe Belcher
- Asheville City Councilmember  
Julie Mayfield



# WELCOME BRENDA DURDEN



Brenda Durden was appointed to a 3-year term by the Buncombe County Board of Commissioners to fill the seat previously held by Chip Craig.

# ANDREW CELWYN REAPPOINTED



Andrew Celwyn was reappointed to a second 3-year term by Asheville City Council.

# MINUTES

## Chairman Himanshu Karvir

### Consideration to Approve the Meeting Minutes from the **August 26, 2020** Regular BCTDA Meeting

#### Explore **ASHEVILLE** Buncombe County Tourism Development Authority

Buncombe County Tourism Development Authority  
**A Joint Meeting of the Public Authority and Nonprofit Corporation**  
Via Zoom Webinar due to the COVID-19 Pandemic/State of Emergency

#### **Virtual Board Meeting Minutes** Wednesday, August 26, 2020

<b>Present (Voting):</b>	Himanshu Karvir, Chair; Gary Froeba, Vice Chair; Leah Ashburn, Andrew Celwyn, Chip Craig, John Luckett, John McKibbin, Kathleen Mosher, James Poole
<b>Absent (Voting):</b>	None
<b>Present (Ex-Officio):</b>	Asheville City Councilmember Julie Mayfield Buncombe County Commissioner Joe Belcher
<b>Absent (Ex-Officio):</b>	None
<b>CVB Staff:</b>	Chris Cavanaugh, Maria Tambellini, Dianna Pierce, Pat Kappes, Jonna Sampson, Josh Jones, Ritchie Rozzelle, Daniel Bradley
<b>BC Finance:</b>	Don Warn, Buncombe County/BCTDA Fiscal Agent
<b>Legal Counsel:</b>	Sabrina Rockoff, McGuire, Wood & Bisette
<b>Online Attendees:</b>	Glenn Cox, Jennifer Kass-Green, Kathi Petersen, Carli Adams, Kathryn Dewey, Tina Porter, Glenn Ramey, Charlie Reed, Dodie Stephens, Jason Tarr, Landis Taylor, Audrey Wells; Explore Asheville Staff Kit Cramer, Asheville Area Chamber of Commerce Kelsey Ann Bassel, Lauren Jennings, Ashley Keetle, Emery Morris; 360i Jessica Green, Blue Star Hospitality Jim Muth, Asheville Buncombe Hotel Association Jane Anderson, Asheville Independent Restaurant Association Demp Bradford, Madison Davis; Asheville-Buncombe Regional Sports Commission John Ellis, Past BCTDA Board Member Chris Corl, City of Asheville Sharon Tabor, Black Mountain/Swannanoa Chamber Jackson Tierney, Asheville Homestay Network Rebecca Lynch, Chow Chow Asheville Mackenzie Wicker, Asheville Citizen-Times Daniel Walton, Mountain Xpress Ryan Coulter, Taylor Stewart; WLOS Sunshine Request

Members of the public and additional tourism industry partners registered in advance and attended the online meeting.

# MINUTES - 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



# FINANCIAL REPORTS

**Buncombe County Finance Director**  
**Don Warn**

Presentation of the  
August 2020 Financial Reports

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

#### Operating Fund, Budget and Actual

August 31, 2020

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 11,135,293	\$ 1,390,343	\$ 1,390,343	\$ 9,744,950	12.5%	\$ 1,946,888	-28.6%
Investment income	-	-	66	(66)	-	-	-
Other income	-	-	-	-	-	-	-
Total revenues	<u>11,135,293</u>	<u>1,390,343</u>	<u>1,390,410</u>	<u>9,744,883</u>	<u>12.5%</u>	<u>1,946,888</u>	<u>-28.6%</u>
<b>Expenditures:</b>							
Salaries and Benefits	2,545,163	163,966	290,867	2,254,296	11.4%		
Sales	881,277	37,720	133,422	747,855	15.1%		
Marketing	11,390,551	285,194	557,765	10,832,786	4.9%		
Public Affairs	88,519	2,033	3,233	85,286	3.7%		
Administration & Facilities	670,684	68,316	117,271	553,413	17.5%		
Events/Festivals/Sponsorships	-	-	-	-	-		
Total expenditures	<u>15,576,194</u>	<u>557,230</u>	<u>1,102,558</u>	<u>14,473,636</u>	<u>7.1%</u>	<u>1,332,223</u>	<u>-17.2%</u>
Revenues over (under) expenditures	<u>(4,440,901)</u>	<u>833,114</u>	<u>287,851</u>			<u>\$ 614,665</u>	<u>-53.2%</u>
<b>Other Financing Sources:</b>							
Carried over earned income	<u>0</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>0</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (4,440,901)</u>	<u>\$ 833,114</u>	<u>287,851</u>				
Fund balance, beginning of year			<u>12,465,089</u>				
Fund balance, end of month			<u>\$ 12,752,940</u>				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$3,711,764 for FY21.

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## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Monthly Revenue Summary

August 31, 2020

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 1,390,343	\$ 1,946,888	-29%	\$ 1,390,343	\$ 1,946,888	-29%	\$ 463,448	\$ 648,963	-29%	\$ 463,448	\$ 648,963	-29%
August	-	1,803,567	-	-	3,750,455	-	-	\$ 601,189	-	-	1,250,152	-
September	-	1,736,622	-	-	5,487,077	-	-	\$ 578,874	-	-	1,829,026	-
October	-	2,206,323	-	-	7,693,400	-	-	\$ 687,320	-	-	2,516,346	-
November	-	1,771,151	-	-	9,464,551	-	-	\$ 590,384	-	-	3,106,729	-
December	-	1,780,020	-	-	11,244,571	-	-	\$ 593,340	-	-	3,700,069	-
January	-	1,115,364	-	-	12,359,935	-	-	\$ 371,788	-	-	4,071,857	-
February	-	1,043,672	-	-	13,403,607	-	-	\$ 347,891	-	-	4,419,748	-
March	-	504,135	-	-	13,907,742	-	-	\$ 168,045	-	-	4,587,793	-
April	-	117,789	-	-	14,025,531	-	-	\$ 39,263	-	-	4,627,056	-
May	-	383,262	-	-	14,408,792	-	-	\$ 127,754	-	-	4,754,810	-
June	-	943,662	-	-	15,352,455	-	-	\$ 314,554	-	-	5,069,364	-
Total revenues	\$ 1,390,343	\$ 15,352,455		\$ 1,390,343	\$ 15,352,455		\$ 463,448	\$5,069,364		\$ 463,448	\$5,069,364	

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Monthly Product Development Fund Summary

August 31, 2020

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 27,203,000	\$ 26,544,176	\$ 658,824	97.6%
Investment Income	-	1,228,683	(1,228,683)	0.0%
<b>Total revenues</b>	<u>27,203,000</u>	<u>27,772,859</u>	<u>(569,859)</u>	<u>102.1%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
2009 Asheville Art Museum (Museum Expansion)	\$ 500,000	\$ -	500,000	-
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conversi	1,500,000	-	1,500,000	-
2016 Diana Wortham Theatre (The Wortham Center)	700,000	700,000	-	100.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	-	800,000	-
2018 LEAF Community Arts (LEAF Global Arts Center)	705,000	705,000	-	100.0%
2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	905,000	684,180	220,820	75.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
Tourism Jobs Recovery Fund	5,000,000	5,000,000	-	100.0%
<b>Total product development projects</b>	<u>26,685,000</u>	<u>10,819,180</u>	<u>15,865,820</u>	<u>40.5%</u>
<b>Product development fund administration</b>	<u>518,000</u>	<u>108,218</u>	<u>409,782</u>	<u>20.9%</u>
<b>Total product development fund</b>	<u>\$ 27,203,000</u>	<u>\$ 10,927,398</u>	<u>\$ 16,275,602</u>	<u>40.2%</u>
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 16,994,786		
Less: Liabilities/Outstanding Grants		(15,865,820)		
Less: Unspent Admin Budget (Current Year)		(409,782)		
<b>Current Product Development Amount Available</b>		<u>\$ 719,184</u>		

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY**  
*Monthly Balance Sheet*  
*Governmental Funds*  
 August 31, 2020

	Operating Fund	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 12,859,477	\$ 16,994,786	\$ 29,854,263
Receivables	27	-	27
Total current assets	<u>\$ 12,859,504</u>	<u>\$ 16,994,786</u>	<u>29,854,290</u>
<b>Liabilities:</b>			
Current liabilities:			
Accounts payable	\$ 42,514	\$ -	\$ 42,514
Future events payable	64,050	\$ 15,865,820	\$ 15,929,870
Total current liabilities	<u>106,564</u>	<u>\$ 15,865,820</u>	<u>\$ 15,972,384</u>
<b>Fund Balances:</b>			
Restricted for product development fund	-	1,128,966	1,128,966
Committed for event support program	11,237	-	11,237
State Required Contingency	890,823	-	890,823
Designated Contingency	4,191,257	-	4,191,257
Undesignated (cash flow)	7,659,622	-	7,659,622
Total fund balances	<u>12,752,940</u>	<u>1,128,966</u>	<u>13,881,906</u>
Total liabilities and fund balances	<u>\$12,859,504</u>	<u>\$ 16,994,786</u>	<u>\$ 29,854,290</u>

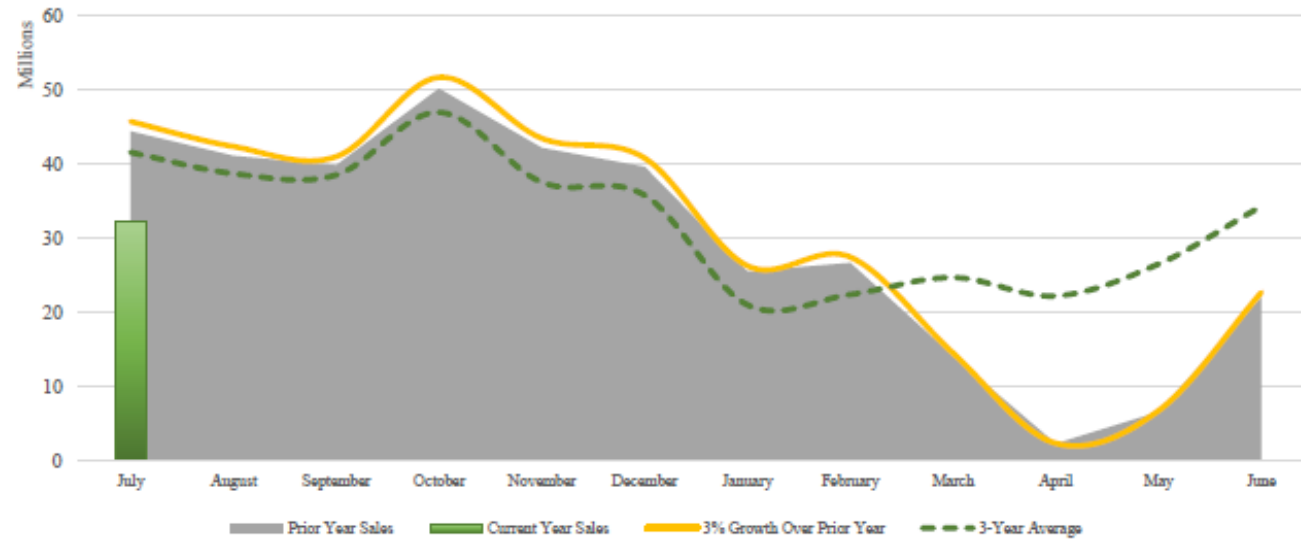


## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Room Sales

Shown by Month of Sale, Year-to-Date

August 31, 2020



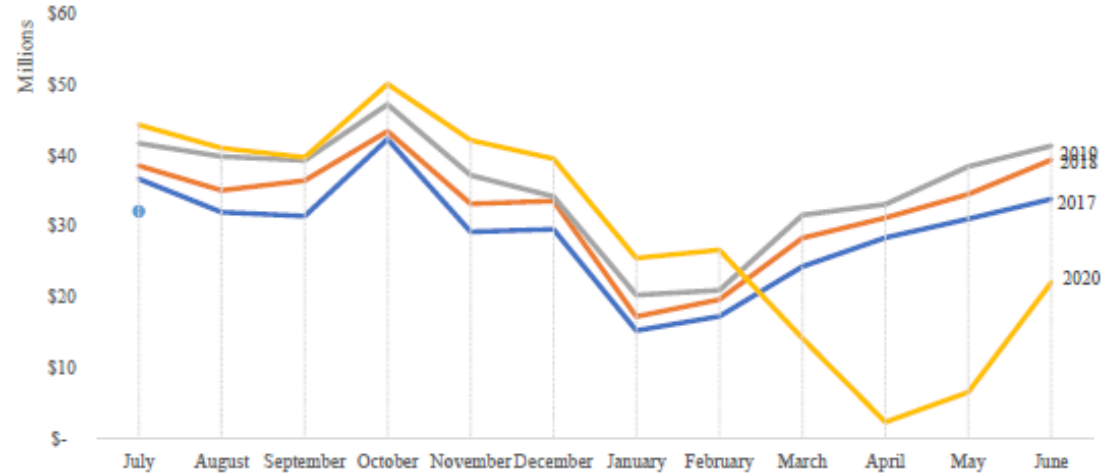
Month of room sales:	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 32,159,506	\$ 44,385,587	-28%	-28%	\$ 45,717,154	\$ 41,574,158
August	-	41,115,834	-	-	42,349,309	38,717,282
September	-	39,796,041	-	-	40,989,923	38,532,969
October	-	50,150,018	-	-	51,654,518	46,965,398
November	-	42,191,421	-	-	43,457,164	37,554,580
December	-	39,601,095	-	-	40,789,128	35,823,829
January	-	25,559,883	-	-	26,326,679	21,064,651
February	-	26,696,605	-	-	27,497,503	22,452,784
March	-	14,185,287	-	-	14,610,845	24,743,244
April	-	2,402,461	-	-	2,474,535	22,261,486
May	-	6,639,388	-	-	6,838,569	26,549,150
June	-	22,085,694	-	-	22,748,265	34,313,324
Total revenues	\$ 32,159,506	\$ 354,809,313			\$365,453,593	\$390,552,855

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

August 31, 2020



	2017	2018	2019	2020	2021
<b>Month of room sales:</b>					
July	\$ 36,734,884	\$ 38,602,612	\$ 41,734,276	\$ 44,385,587	\$ 32,159,506
August	32,040,330	35,118,463	39,917,550	41,115,834	-
September	31,498,527	36,475,819	39,327,048	39,796,041	-
October	42,361,030	43,473,922	47,272,253	50,150,018	-
November	29,254,904	33,231,722	37,240,595	42,191,421	-
December	29,615,896	33,597,999	34,272,393	39,601,095	-
January	15,323,999	17,286,992	20,347,077	25,559,883	-
February	17,323,590	19,676,430	20,985,316	26,696,605	-
March	24,352,927	28,406,443	31,638,002	14,185,287	-
April	28,444,541	31,240,963	33,141,034	2,402,461	-
May	31,113,327	34,544,014	38,464,050	6,639,388	-
June	33,898,766	39,441,126	41,413,153	22,085,694	-
Total room sales	\$ 351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 354,809,313	\$ 32,159,506

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## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Room Sales

Shown by Month of Sale, Year-to-Date

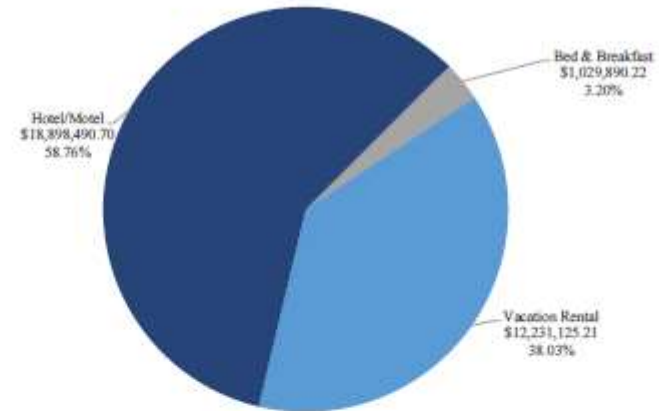
August 31, 2020

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 18,898,491	\$ 33,587,325	-43.7%	-43.7%	\$ 12,231,125	\$ 9,390,995	30.2%	30.2%	\$ 1,029,890	\$ 1,407,268	-26.8%	-26.8%	\$ 32,159,506	\$ 44,385,587	-27.5%	-27.5%
August	-	31,112,092	-		-	8,736,879	-		-	1,266,863	-		-	41,115,834	-	
September	-	29,886,060	-		-	8,600,095	-		-	1,309,887	-		-	39,796,041	-	
October	-	39,606,607	-		-	8,764,027	-		-	1,779,383	-		-	50,150,018	-	
November	-	32,892,802	-		-	7,993,245	-		-	1,305,374	-		-	42,191,421	-	
December	-	30,545,959	-		-	7,916,287	-		-	1,138,848	-		-	39,601,095	-	
January	-	16,067,073	-		-	8,959,164	-		-	533,646	-		-	25,559,883	-	
February	-	17,832,201	-		-	8,250,039	-		-	614,365	-		-	26,696,605	-	
March	-	11,867,918	-		-	1,906,094	-		-	411,274	-		-	14,185,287	-	
April	-	2,109,282	-		-	288,041	-		-	5,139	-		-	2,402,461	-	
May	-	4,523,980	-		-	1,928,425	-		-	186,983	-		-	6,639,388	-	
June	-	11,770,482	-		-	9,660,914	-		-	654,299	-		-	22,085,694	-	
Total	\$ 18,898,491	\$ 261,801,781			\$ 12,231,125	\$ 82,394,203			\$ 1,029,890	\$ 10,613,329			\$ 32,159,506	\$ 354,809,313		

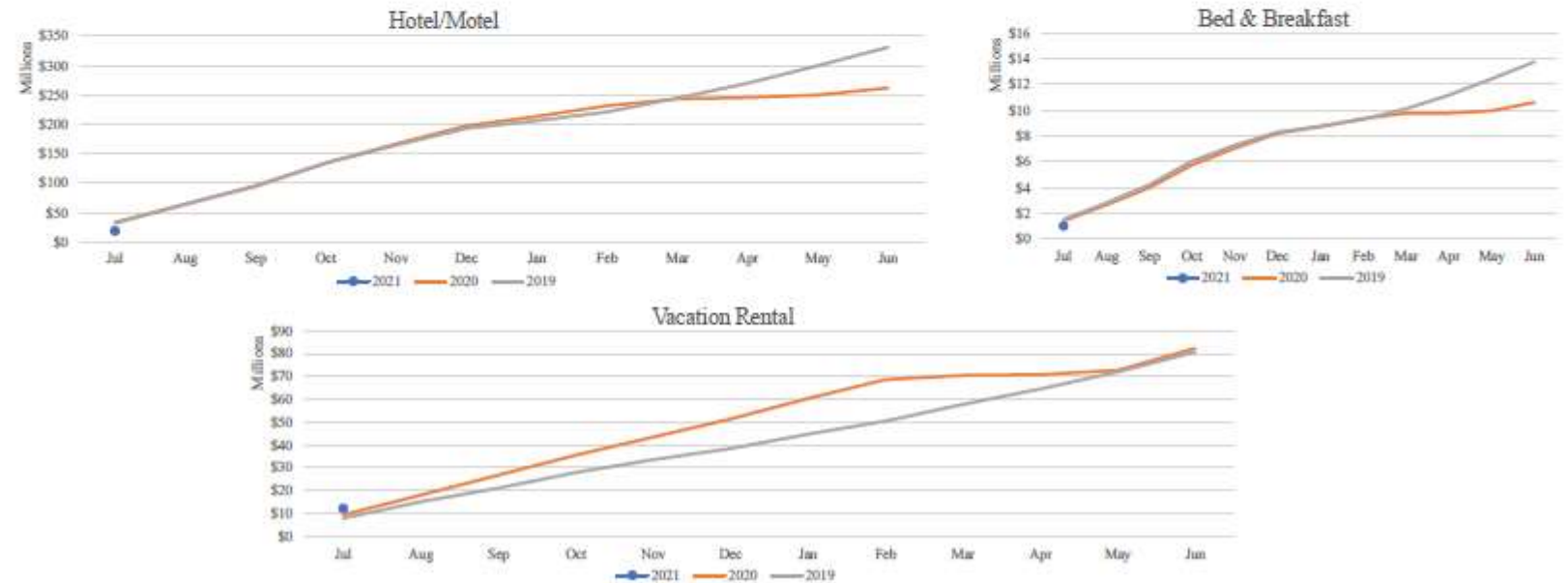
## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category  
Shown by Month of Sale, Year-to-Date  
August 31, 2020

Total Room Sales by Category, Year-to-Date



Year-to-Date Room Sales by Individual Category, Compared to Prior Year



# FINANCIAL STATEMENTS

Questions?



# APPROVAL OF FINANCIALS

**Chairman Himanshu Karvir**

Consideration to Approve the August 2020  
Financial Statements as Presented

# FINANCIALS - 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

# OCCUPANCY TAX PENALTIES

## Related to COVID-19 - REVISION

**Chris Cavanaugh and Don Warn**

Discussion to consider revising the previously approved action to automatically waive all COVID-19 related penalties incurred as follows:

- Extend the waiver to include late Occupancy Tax reports and remittances for one additional month. This would include the sales months of February through August 2020, due on the 20th day of each month in March through September 2020.
- Include all penalties incurred AND those still to be assessed when late reports are filed.
- Remove the requirement that the property has had no late payments or penalty waivers in the three-year period prior to the start of the pandemic.
- Buncombe County and Explore Asheville will communicate this action to all properties to encourage the submission of late reports and payments and inform them of the waiver timeline.

# OCCUPANCY TAX PENALTIES

Related to COVID-19 – RECUSE FROM VOTE

## **Vice Chairman Gary Froeba**

Consideration to recuse Himanshu Karvir, Brenda Durden, John Luckett and James Poole from the upcoming vote regarding the bulk pre-approval of occupancy tax penalties related to COVID-19.

# ROLL CALL VOTE

## **Vice Chairman Gary Froeba**

- Leah Ashburn
- Andrew Celwyn
- John McKibbon
- Kathleen Mosher
- Vice Chairman Gary Froeba



# OCCUPANCY TAX PENALTIES

Related to COVID-19 - REVISION

**Vice Chairman Gary Froeba**

Motion for Consideration:

Motion to revise the board's previous action to automatically waive all COVID-19 related penalties incurred or to be assessed for late Occupancy Tax reports and remittances for the sales months of February through August 2020, due on the 20th day of each month in March through September 2020.

# ROLL CALL VOTE

## **Vice Chairman Gary Froeba**

- Leah Ashburn
- Andrew Celwyn
- John McKibbon
- Kathleen Mosher
- Vice Chairman Gary Froeba

# BUDGET AMENDMENT

**Chris Cavanaugh**

Presentation of a Budget Amendment from Earned Revenue in the amount of \$100,000 to support funding in FY 21

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY BUDGET AMENDMENT FUND 131 OPERATING FUND BOARD MEETING DATE: September 30, 2020					
Budget Amendment Item: FY21 Earned Revenue (Fund 131)					
Background Information: Earned Revenue fund balance transfer to support event and sponsorship funding in FY21.					
Funding Source: Earned Revenue Fund Balance - Committed for Event Program Support					
				Increase (Decrease)	
COST CENTER/DEPARTMENT	PROGRAM (IF APPLICABLE)	LEDGER ACCOUNT	REVENUE/SPEND CATEGORY	REVENUES	EXPENDITURES
Earned Revenue (Fund 131)		4310:Appropriated Fund Balance		100,000.00	
Earned Revenue (Fund 131)		5620:Program Support	Local Support		100,000.00
TOTAL				100,000.00	100,000.00
Attest:			APPROVED BY:		
Jonna Sampson, Executive Operations Manager			DATE	Himanshu Karvir, Chairman of the Board	
				DATE	

# BUDGET AMENDMENT

**Chairman  
Himanshu Karvir**

Consideration to  
Approve the Earned  
Revenue Budget  
Amendment as  
Presented

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY  
BUDGET AMENDMENT  
FUND 131 OPERATING FUND

BOARD MEETING DATE: September 30, 2020

Budget Amendment Item: FY21 Earned Revenue (Fund 131)

Background Information:  
Earned Revenue fund balance transfer to support event and sponsorship funding in FY21.

Funding Source:  
Earned Revenue Fund Balance - Committed for Event Program Support

COST CENTER/DEPARTMENT	PROGRAM (IF APPLICABLE)	LEDGER ACCOUNT	REVENUE/SPEND CATEGORY	Increase (Decrease)	
				REVENUES	EXPENDITURES
Earned Revenue (Fund 131)		4310:Appropriated Fund Balance		100,000.00	
Earned Revenue (Fund 131)		5620:Program Support	Local Support		100,000.00
TOTAL				100,000.00	100,000.00

Attest:

APPROVED BY:

Jonna Sampson, Executive Operations Manager

DATE

Himanshu Karvir, Chairman of the Board

DATE

# 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

# ASHEVILLE BUNCOMBE REGIONAL SPORTS COMMISSION UPDATE

DEMP BRADFORD  
PRESIDENT/EXECUTIVE DIRECTOR

Explore **ASHEVILLE**





# ASHEVILLE BUNCOMBE REGIONAL SPORTS COMMISSION

## COVID-19 & BEYOND



# LOSS OF EVENTS



- **French Broad Invitational Golf** - (March)
- **River Ruckus Crossfit** - (April)
- **NCYSA Kepner Cup** - (May)
- **Carpetbagger Lacrosse** - (June)
- **Spartan Race** - (July)
- **Grand Fondo Cycling National Championships** - (July)
- **Asheville Open Tennis** - (July)
- **Skyview Open** - (July)
- **Blue Ridge Classic Lacrosse** – (August)
- **Riverside Soccer Shootout** - (August)
- **Ville to Ville** - (September)
- **Beer City Cup Soccer** - (September)
- **Beer City Beatdown Crossfit** – (October)
- **Grapple** - (December)
- **Gala Gymnastics** - (January)
- **Other Local Events\***

## LOSS OF EVENTS (CONTINUED)



- **Asheville City Soccer Club** (May – July)
- **Asheville Tourists** - (April – September)



# GAINS

## Maui Jim Maui Invitational

- Profile
- ESPN
- Jobs
- First Event







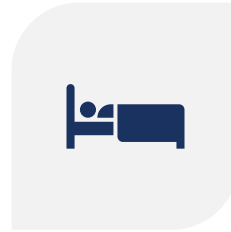
# ELEVATION OF PROFILE



SPORTS  
GUIDELINES



MASS GATHERINGS  
LIMITATIONS



HOTEL RATES



FACILITIES



COSTS



TESTING

# OBSTACLES WE FACE



# THE BUBBLE CONCEPT

- Housing
- Meals
- Testing
- Restrict Contact
- Travel
- Venue





# COLLEGE BASKETBALL BUBBLES

- Relocation Events
- Non-Conference Events
- Conference Events
- Conference Tournaments







# FUTURE OPPORTUNITIES

- USA Wrestling
- Spartan
- Cycling
- American Cornhole League
- Other Events







**THANK YOU  
FOR YOUR  
CONTINUED  
SUPPORT!**



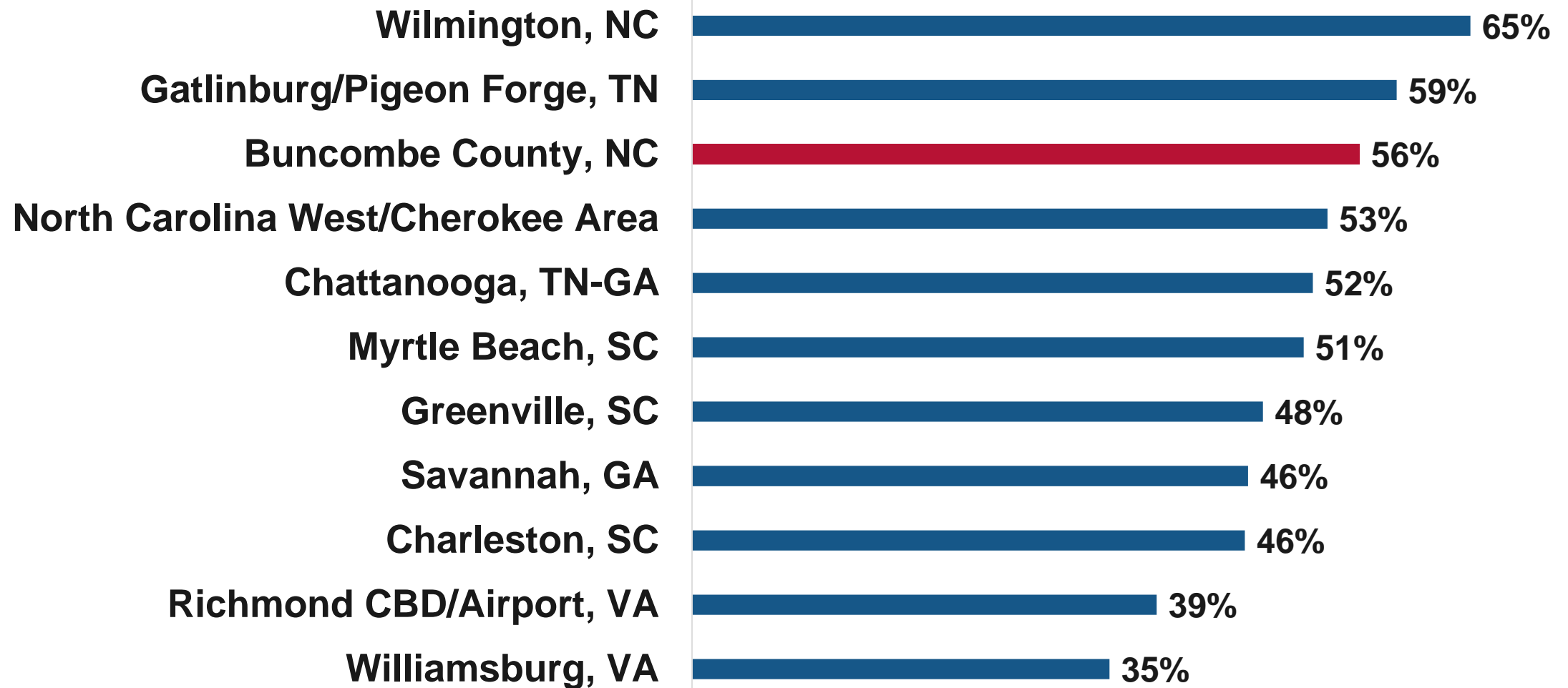
# INTERIM EXECUTIVE'S REPORT

CHRIS CAVANAUGH  
INTERIM EXECUTIVE

Explore **ASHEVILLE**

# PEER DESTINATION HOTEL OCCUPANCY:

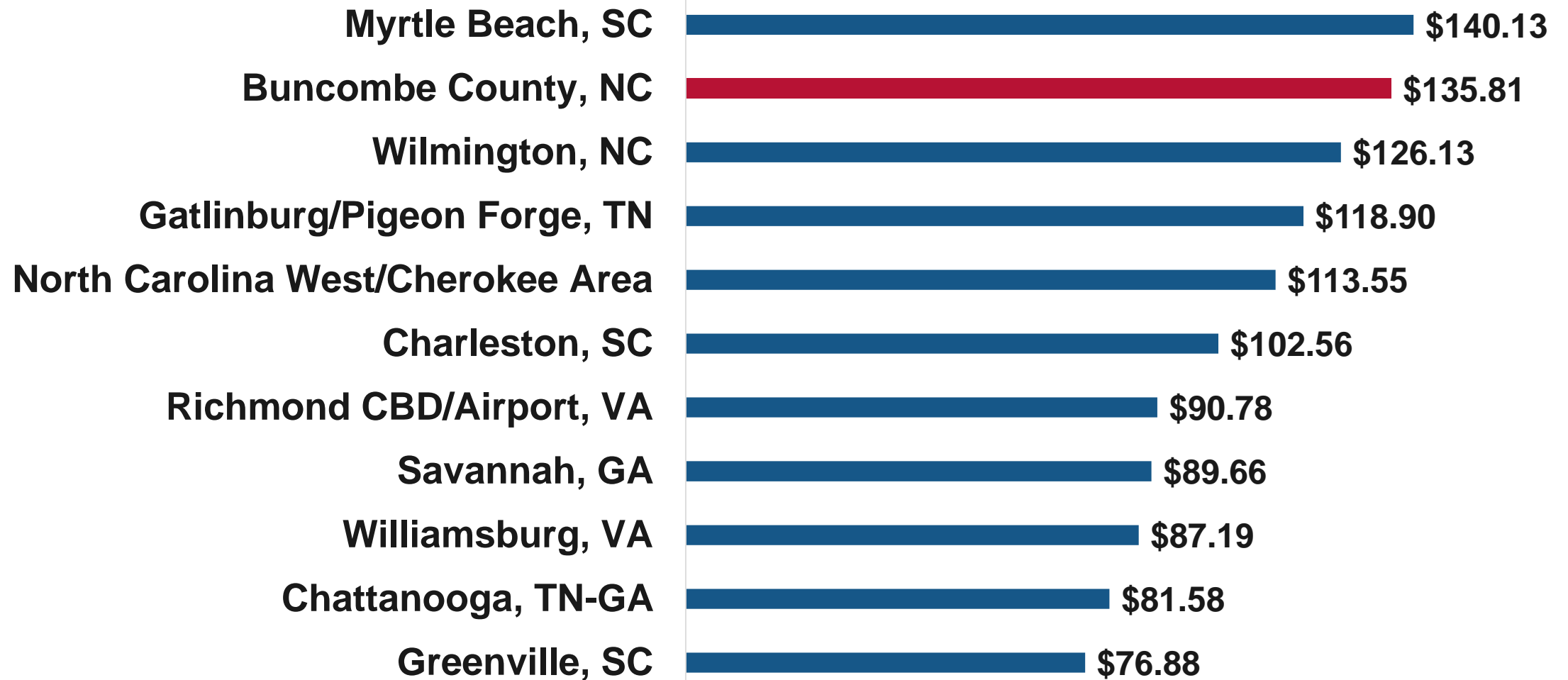
## AUGUST 2020



Source: Smith Travel Research (hotels only)

# PEER DESTINATION HOTEL ADR:

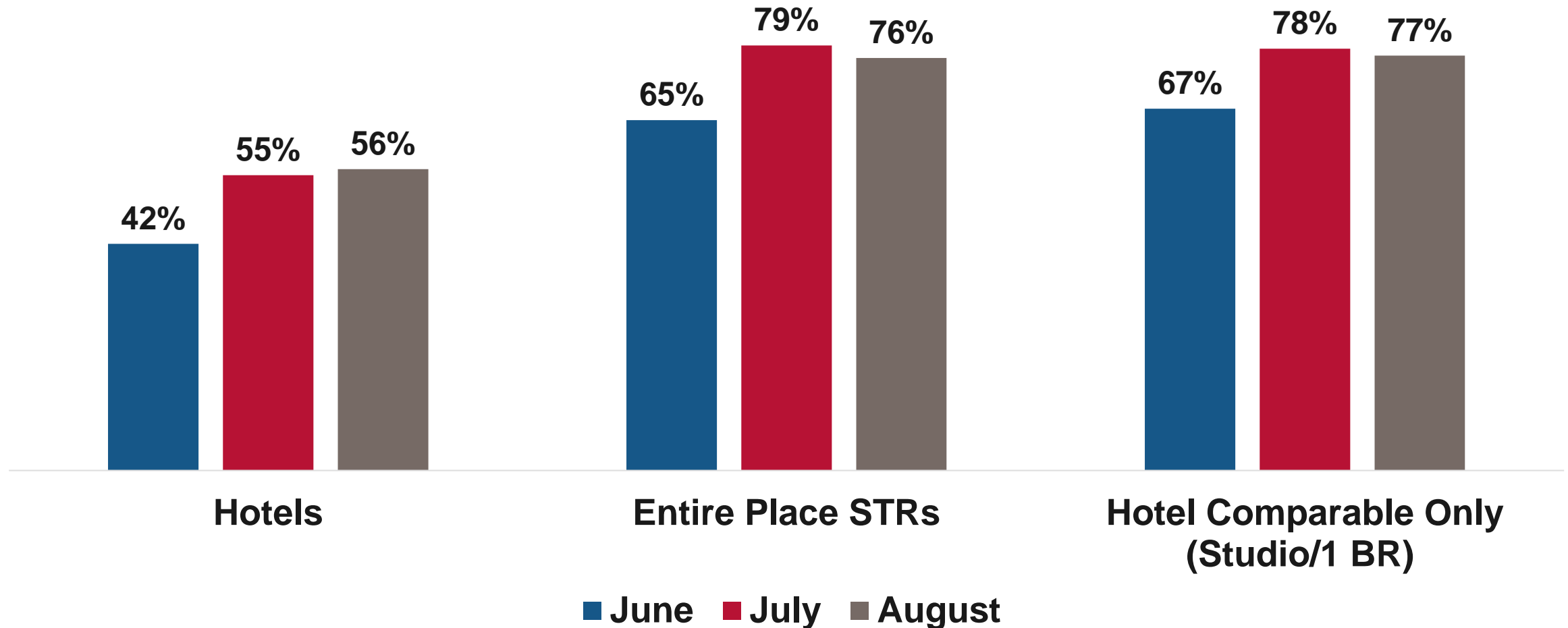
## AUGUST 2020



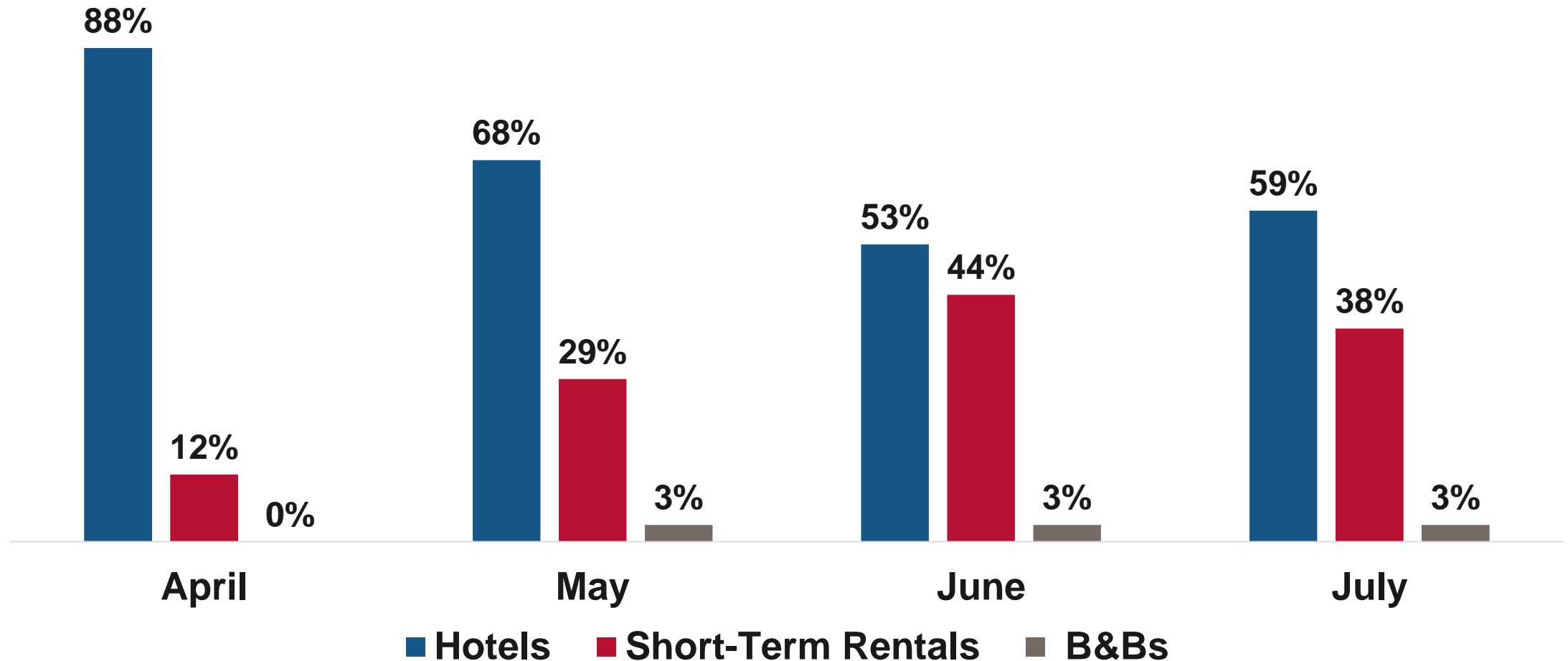
Source: Smith Travel Research (hotels only)

# LODGING OCCUPANCY BY TYPE:

## JUNE, JULY, & AUGUST 2020

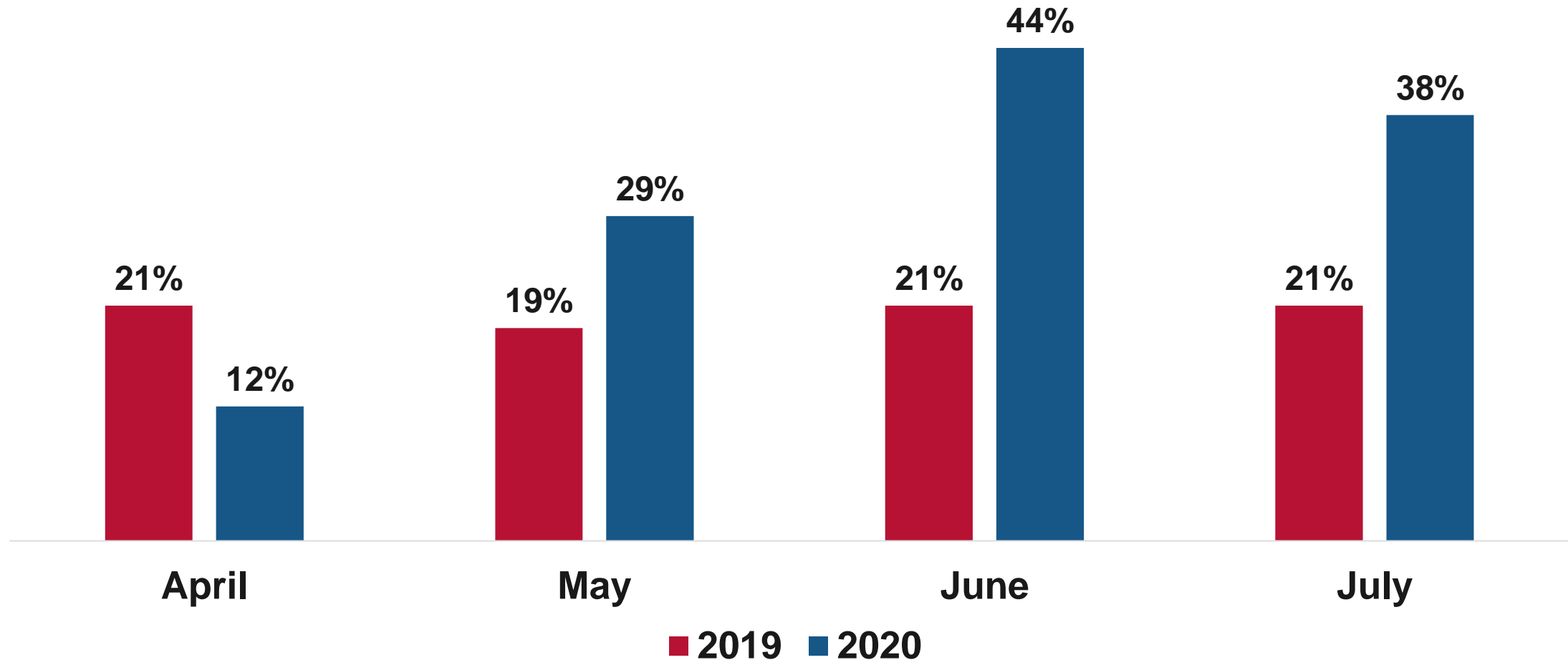


# BUNCOMBE COUNTY LODGING REVENUE: % OF TOTAL TAX COLLECTIONS BY TYPE, APRIL – JULY 2020





# SHORT-TERM RENTAL LODGING REVENUE: % OF TOTAL TAX COLLECTIONS, APRIL – JULY 2020 VS. YAGO



# ORGANIZATIONAL UPDATES

- Changed the name of Public Affairs department to Community Engagement to reflect better the ongoing activities of the unit.
  - Shifted Hannah Dosa into the department and hired Nicole Will to fill open position.
- Currently hiring for Director of Content position.
- Director of Finance Jennifer Kass-Green begins maternity leave this week.

# ANNUAL MEETING GOES VIRTUAL: OCTOBER 7 AND OCTOBER 20

*Looking ahead, not back*

**3:30 PM October 7**

- Keynote speaker
- William A.V. Cecil Tourism Leadership Award

**10:00 AM October 20:**

- Sales, Marketing, & Community Engagement updates

**VIRTUAL BCTDA ANNUAL MEETING**


OCTOBER 7 | 3:30 - 5PM



Keynote Speaker

**Earl B. Hunter Jr.**

Founder & President of  
Black Folks Camp Too

- 
- **Other Updates**
  - **CVB Staff Recap**
  - **Destination Dashboard**
  - **Quick List**
  - **Questions?**





# ADVERTISING & RESEARCH UPDATE

SEPTEMBER 30, 2020

Explore **ASHEVILLE**





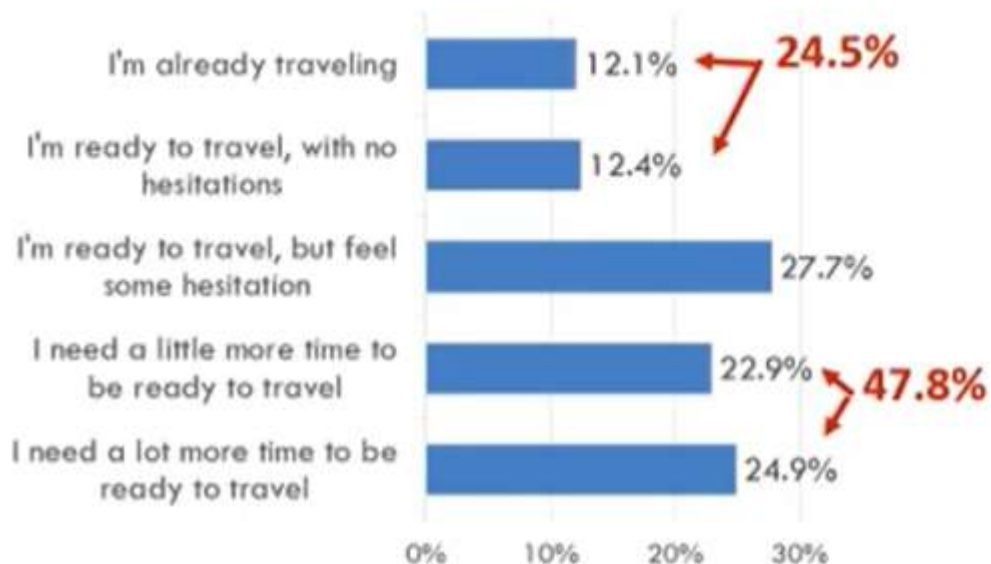
# MARLA TAMBELLINI

Deputy Director/  
VP of Marketing

ASHEVILLE

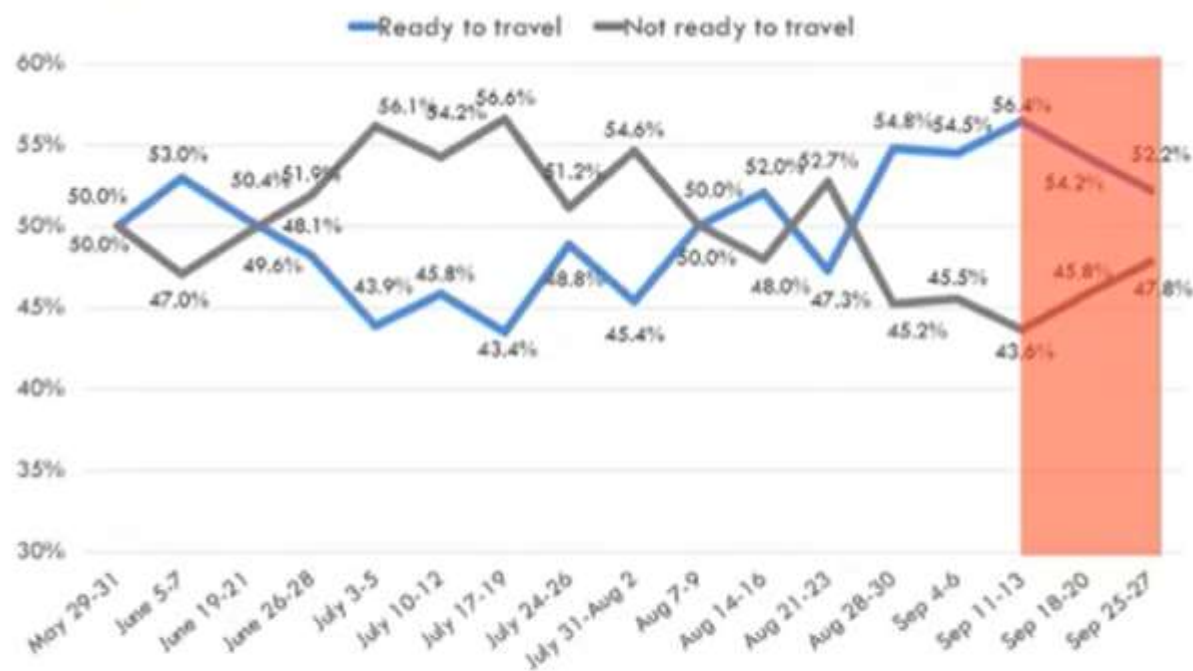
# TRAVEL STATE-OF-MIND

**QUESTION:** When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



(Base: Waves 12-13 and 15-29. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

Historical data





## Experts are warning of a coming surge of Covid-19 cases in US

By Christina Maxouris and Nicole Chavez, CNN

Updated 4:17 PM ET, Sat September 26, 2020



(CNN) — The US could see an explosion of Covid-19 cases as fall and winter set in, one expert says, joining a chorus of health officials who have warned about the challenges of the coming months.

Two things will likely help drive that expected winter surge, according to Dr. Chris Murray, director of the University of Washington's [Institute for Health Metrics and Evaluation \(IHME\)](#).



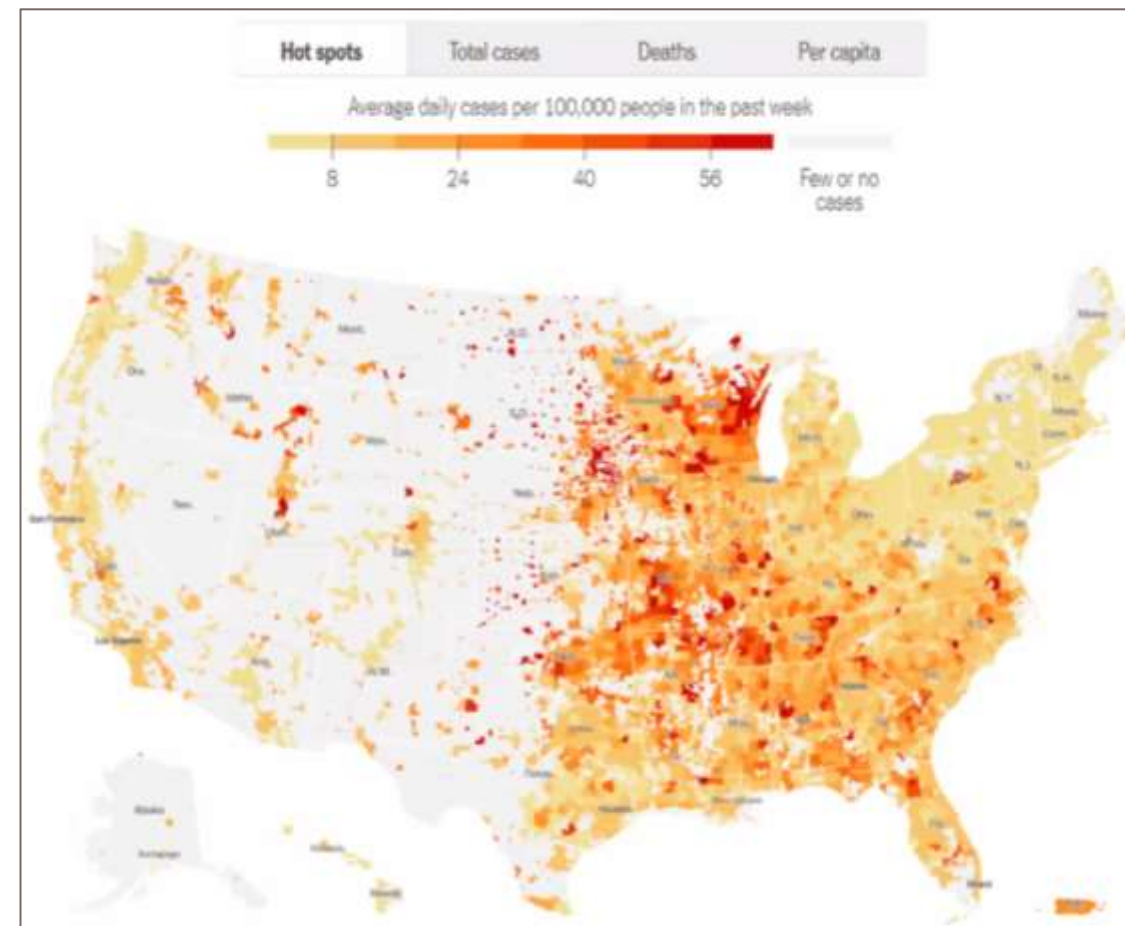
Related Article: Covid-19 vaccinations could start in November or December, Fauci says

"First, as case counts have come down in some states, we tend to see that people become less careful, they tend to have more contact," he said. "But then the most important effect is the seasonality of the virus, that people go indoors, transmission happens more."

The [IHME model](#) indicates that the country is currently seeing about 765 daily deaths from Covid-19, but that number could jump to 3,000 daily deaths by late December.

More than 204,000 Americans have already died from the virus since the start of the pandemic and more than 7 million have been infected, according to [Johns Hopkins University](#). At least 24 states are now reporting a rise in new cases compared to the previous week, mostly across the US heartland and Midwest, according to data from Johns Hopkins.

## COVID-19 Cases

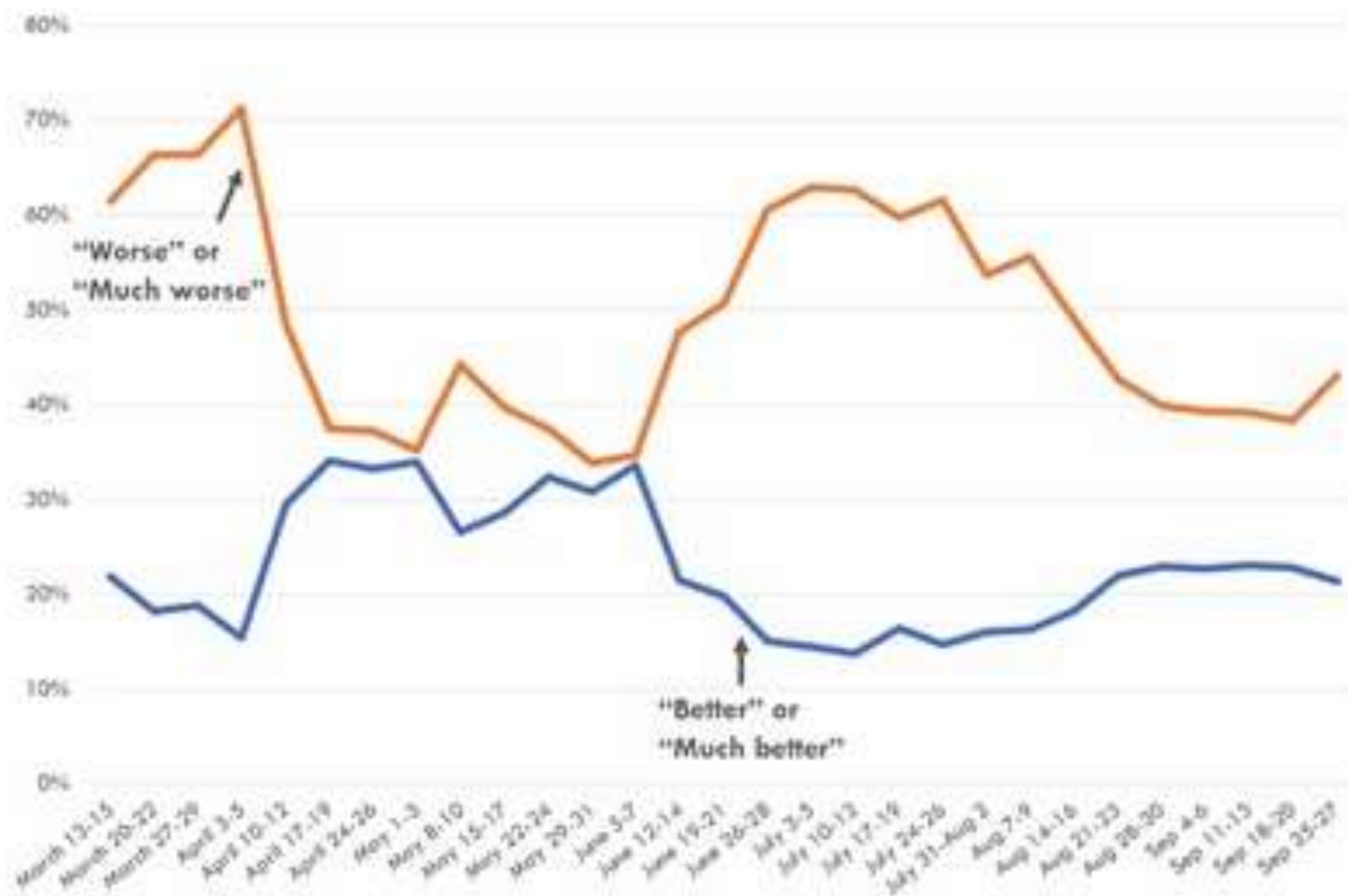


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-29)

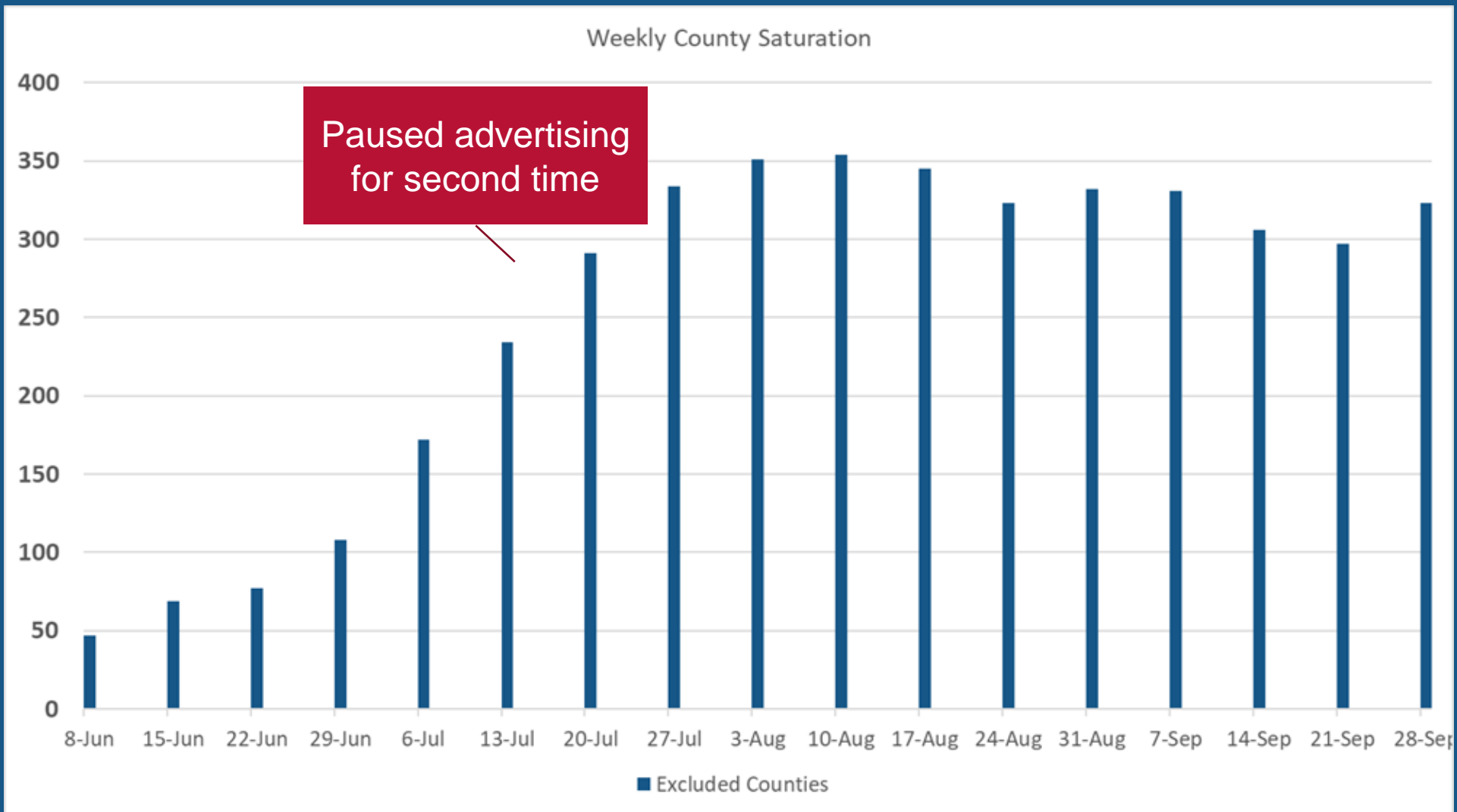
**Question:** In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will \_\_\_\_\_

(Base: Waves 1-29. All respondents. 1,201, 1,200, 1,201, 1,214, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,267, 1,274, 1,214, 1,205, 1,231, 1,365, 1,212, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,260, 1,225, 1,205, 1,200 and 1,203 completed surveys.)



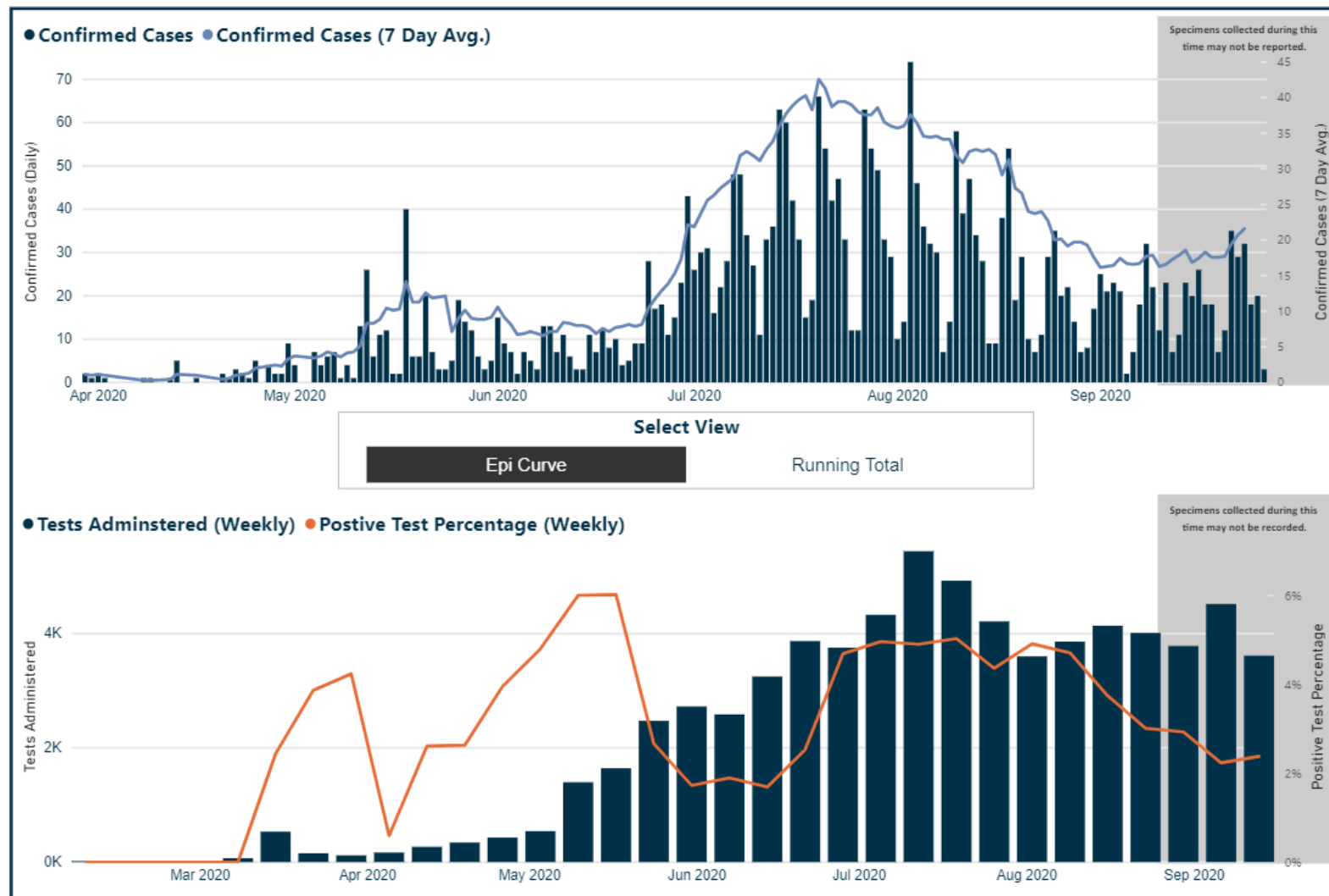
# MARKET EXCLUSIONS



# BUNCOMBE COUNTY

Confirmed new case trendline shows signs of reversing.

Positive test percentage is well within guidelines.





# FALL CAMPAIGN

Trip Advisor Horizon Unit



Rich Media - Undertone



Undertone Enhanced Standard



Front



Back

Rich Media - Undertone







**Nearly 2/3 of American travelers expect to travel this season.**

**Top motivations for fall trips:**

- **Relaxation**
- **Time w/family**
- **Escapism**



# ON-THE-GROUND COVID MESSAGING

- Geo-fencing Campaign
  - COVID safety digital ads served to those who enter heavily trafficked geo-fenced areas in Buncombe County
- Custom COVID Safety Messaging
  - Custom artwork created to help communicate COVID safety messaging (the 3 Ws)
  - Messaging will be on sidewalks, banners, wayfinding kiosks, etc
- Social Media Mask Contest
  - Promote mask wearing via social media mask contest
  - Fans asked to share their favorite masked photo in the Asheville area for a chance to win a prize package



# New Research Shows That Just the Act of Planning a Trip Can Boost Happiness

By Claudia Harmata September 08, 2020 12:58 PM





# Let's GO There



ADWEEK

TRAVEL

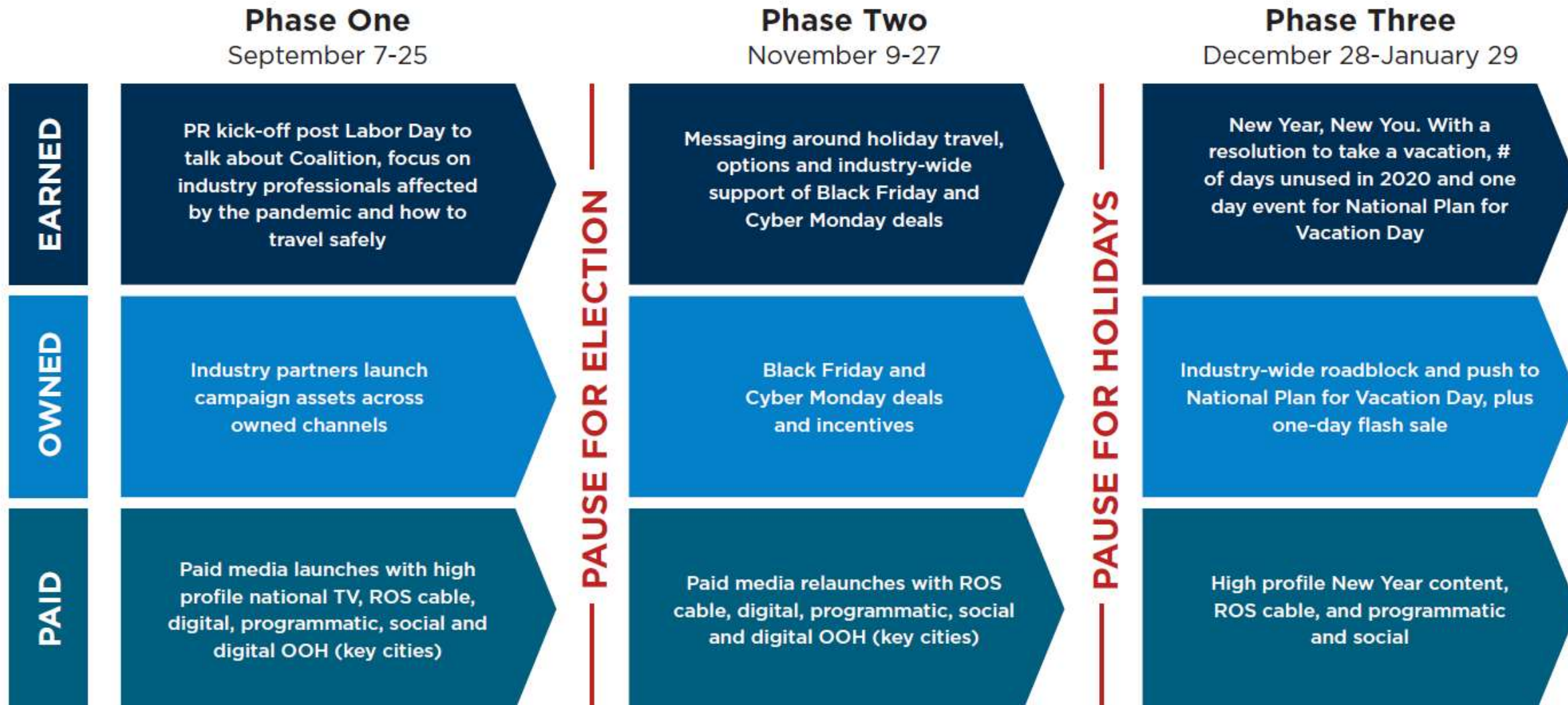
## Tourism Brands Join Forces to Get People Traveling Again

More than 70 companies unite for "Let's Go There" national campaign



LESTA

# LET'S GO THERE





WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There



## More to See and Do



*PepsiCo | Stronger Together*



*See Clean with Ecolab Science*



*Entertain with World Cinema*



*U.S. Chamber of Commerce,  
Washington DC*



*Powering the global travel industry*

## Where to Go



*Welcome to Las Vegas*



*Find the perfect view in California*



*Explore Asheville, North Carolina*



*Alabama's outdoors. Take it all in.*



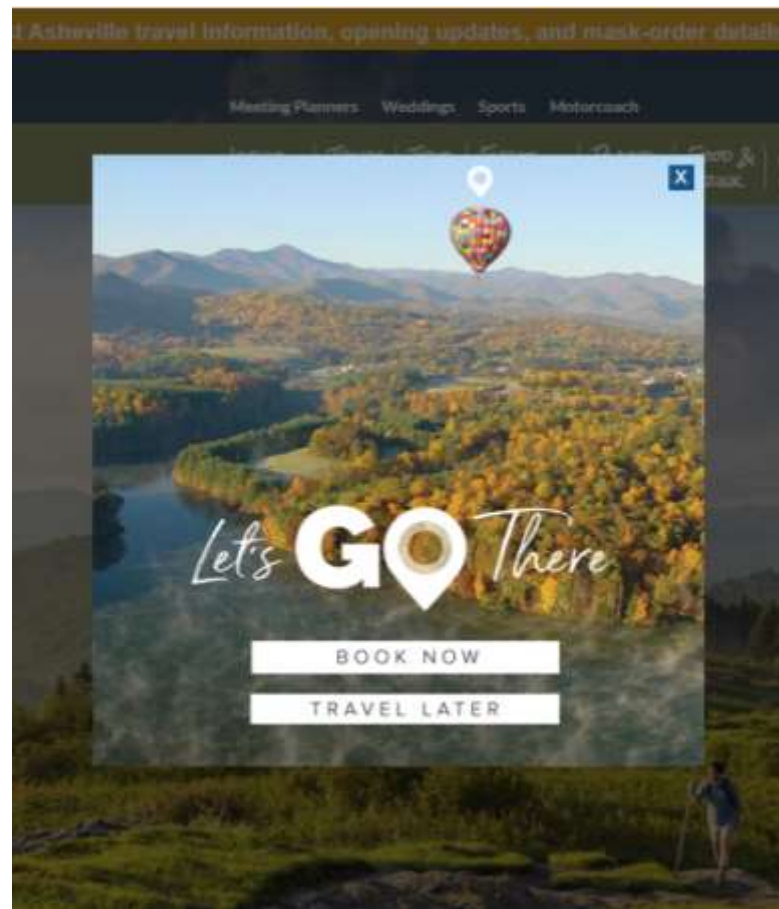
*Austin, Live Music Capital of the  
World®*

# INTEGRATION

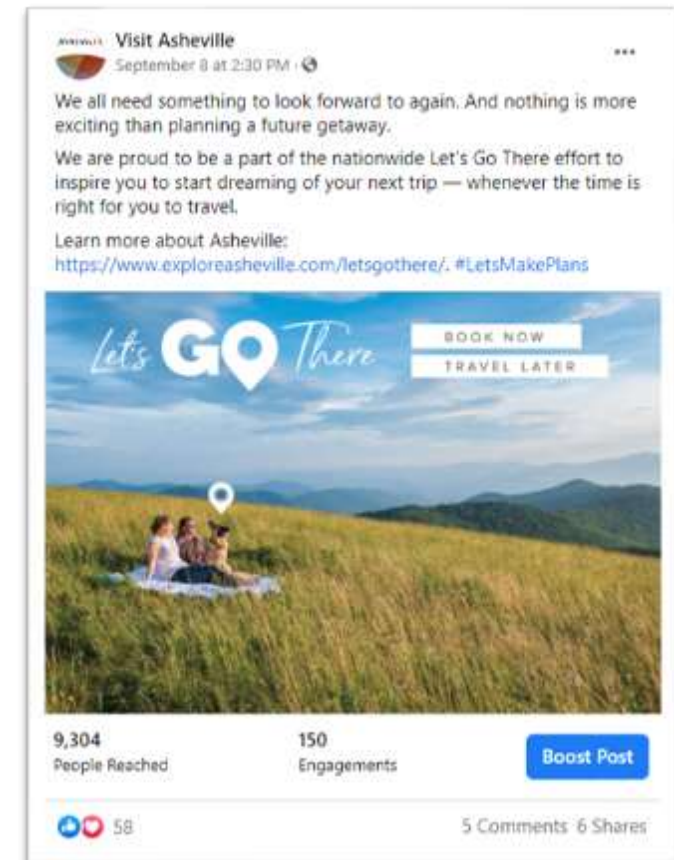
Let's Go There Landing Page



Homepage Pop-up



Social Posts







VISIT NC CREDIT PROGRAM

# NC CREDIT PROGRAM CO-OP



Asheville: NC's Fall Color Town



TrueView Video Ads

TRAVEL

AFAR



COX  
MEDIA

Condé Nast  
Traveler

KAYAK



OUTDOOR  
ADVENTURES

Outside



GEARJUNKIE

Women's Health

BACKPACKER

Men's Health



A person with long dark hair, wearing a light blue t-shirt and dark shorts, stands with their back to the camera in a field of yellow wildflowers. They are looking out over a vast, layered mountain range. The mountains are covered in green forest and are partially shrouded in mist or low clouds. The sky is a deep blue with scattered white and pinkish-tinged clouds. The entire scene is framed by a white dashed border.

# DISCUSSION



# GROUP SALES OUTLOOK

DIANNA PIERCE  
VICE PRESIDENT OF SALES

CONNIE HOLLIDAY, CMP  
SENIOR SALES MANAGER

TINA PORTER  
SENIOR SALES MANAGER

KATHRYN DEWEY  
SALES MANAGER

BETH MCKINNEY  
SALES MANAGER

CARLI ADAMS  
GROUP COMMUNICATIONS &  
SERVICES MANAGER





# DIANNA PIERCE

Vice President  
of Sales

# ASHEVILLE

MEETINGS ELEVATED.





# PIVOT TO WHAT'S POSSIBLE

**ASHEVILLE**  
MEETINGS ELEVATED.





# CONNIE HOLLIDAY

Senior Sales  
Manager

# ASHEVILLE

MEETINGS ELEVATED.

# SALES MOVES FROM IN-PERSON TO VIRTUAL

- Participated in virtual trade shows/events:
  - Meetings Today Virtual Trade Show – Corporate/Association/Regional
  - MPI Sunshine Education Summit – National
- Launch virtual familiarization tour – November
- Debut “Mug Moments,” 20-minute coffee break style conversation with planners about meeting safely
- Participate in additional virtual trade shows/events:
  - TEAMS Conference & Expo – Sports/National
  - National Tour Association
  - State/Regional Professional Association networking





# AND BACK TO IN-PERSON (2021)

Sports Express	Sports
SCSAE Trade Show	Regional
Asheville Winter Spa Visit FAM	Regional
Wedding Festivals	Regional
Destination Showcase	National
Prevue Visionary Summit	National
48 Hour FAM	National
ABA Marketplace	Motorcoach





# KATHRYN DEWEY

Sales  
Manager

# ASHEVILLE

MEETINGS ELEVATED.

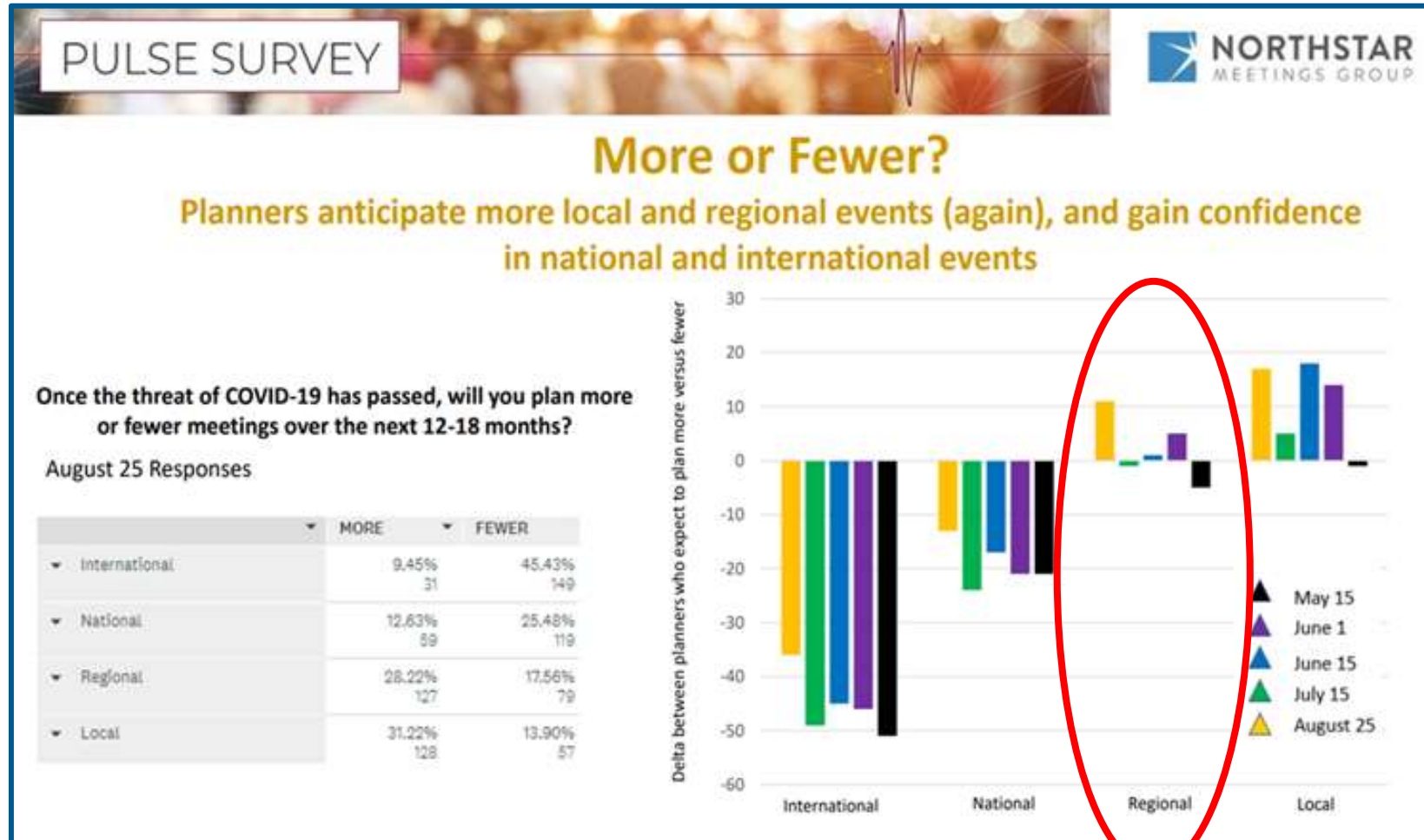




“WHEREVER THE FISH ARE,  
THAT’S WHERE WE GO.”  
– RICHARD WAGNER



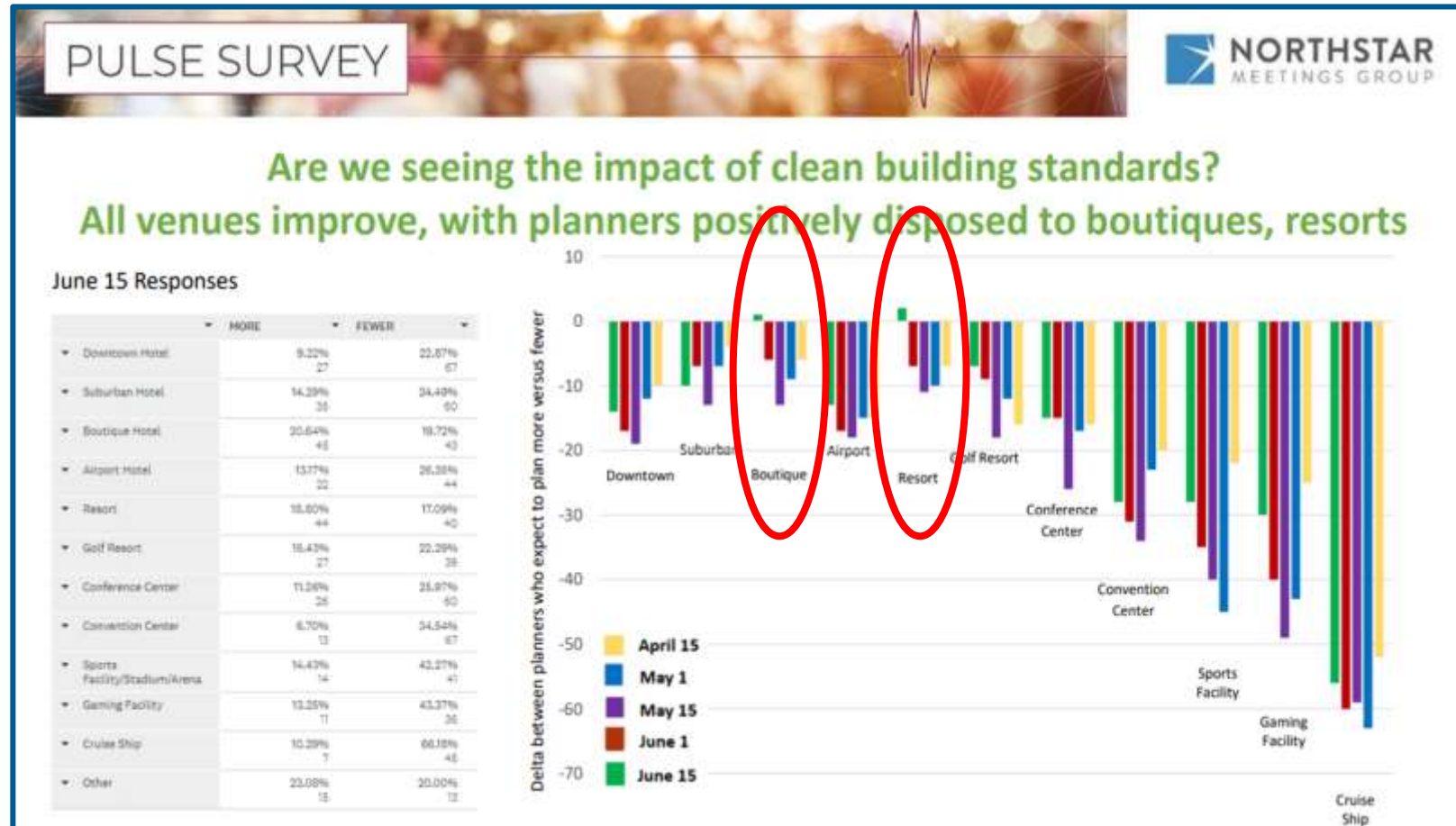
# REGIONAL EMPHASIS





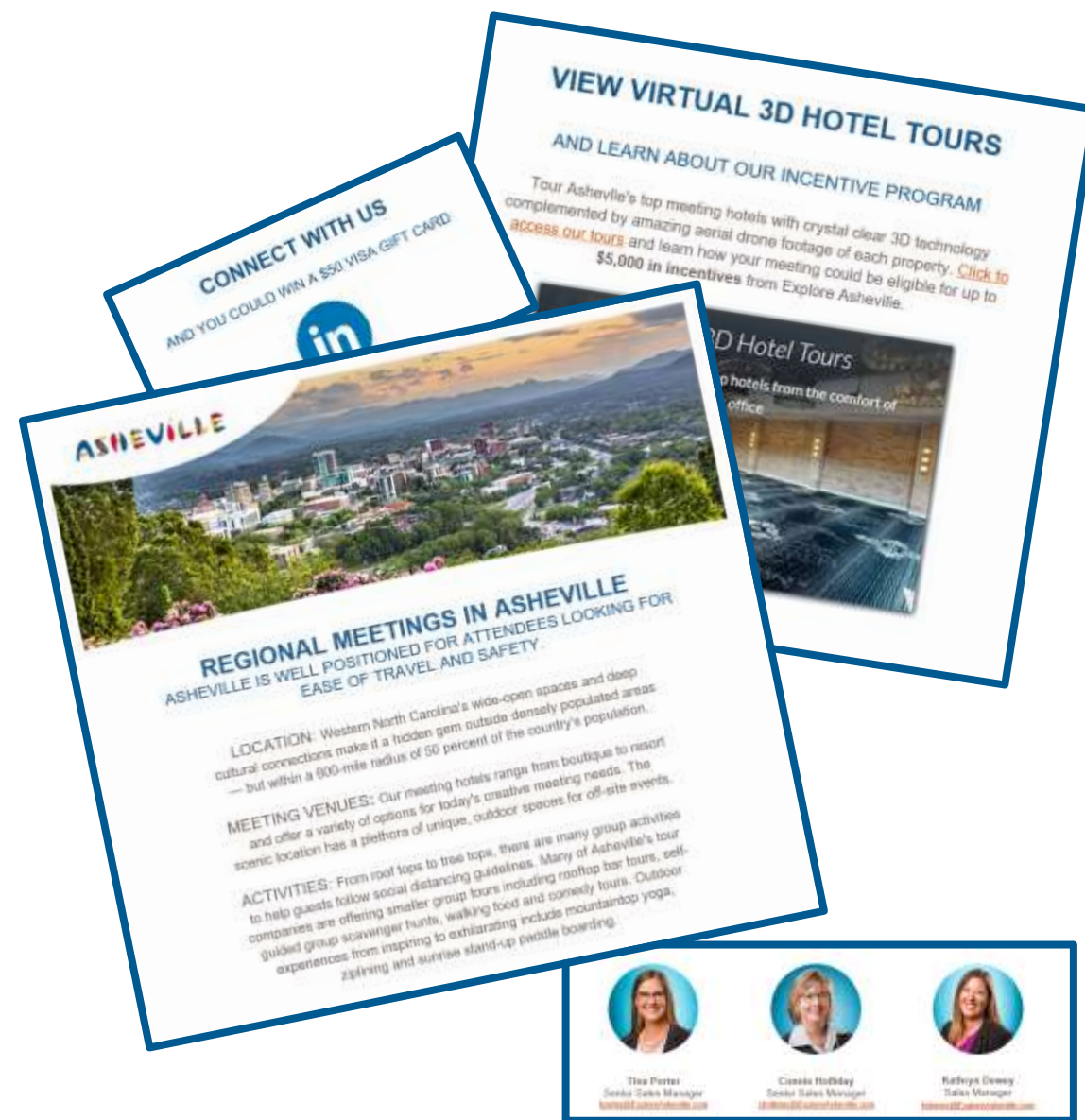
# WHY ASHEVILLE WORKS

- We fit the "Sweet Spot"
- Boutique hotels and resorts
- Second tier cities viewed favorable



# REGIONAL PUSH

- "Close to Home- Just What the Attendees Ordered"
- Print assets support messaging



# REGIONAL PUSH

- Reengaging with corporations headquartered in NC and regional non-profits headquartered in Asheville
- Group Tour focuses on companies within three-hour drive radius with targeted messaging

### SAMPLE ITINERARY

## Asheville Wellness Tour

A two or three night group itinerary with many opportunities to socially distance while seeing the incredible mountain sights. Recommended for 30 or less people.

#### DAY ONE

Arrive and check into your hotel. The Asheville CVB can offer free and helpful assistance with booking your group accommodations. Use our lead service to find and compare the best group room rates! As part of our service, we also provide a free welcome gift, such as local wellness tea or branded hand-sanitizer, for each member of your group upon check-in. [Read more](#) about how our hotels have pledged to keep your groups safe.

Kick-off of your Asheville wellness visit with a garden tour and chef-facilitated farm-to-table dinner at **The Farm**. Miles of surrounding fresh air and a nourishing soup and salad dinner make this the perfect way to enjoy a mountain sunset. Indoor and outdoor seating options available with plenty of space to spread out.



#### DAY THREE

Depart for home or enjoy an additional day at Biltmore.

Tour the impressive 250-room chateau, a wonder of architecture and hospitality, and stroll acres of formal and informal gardens. Enjoy lunch at **Stable Café** before visiting **Antler Hill Village** and the award-winning **Biltmore Winery**, or, allow the group to dine on their own in the Village. See how Biltmore is committed to your safety [here](#).

For additional dining, step-on guide, and activity recommendations, please contact the CVB.



#### DAY TWO

Hop aboard the open-air historic **Gray Line Trolley** for a complete narrated tour of Asheville's history. You may be surprised to learn that Asheville's popularity began with its distinction as a healing destination. Hear the stories behind historic Montford neighborhood's sleeping porches, the creation of a health elixir that created a fortune, and how it all ties into the great Vanderbilt family's dynasty.

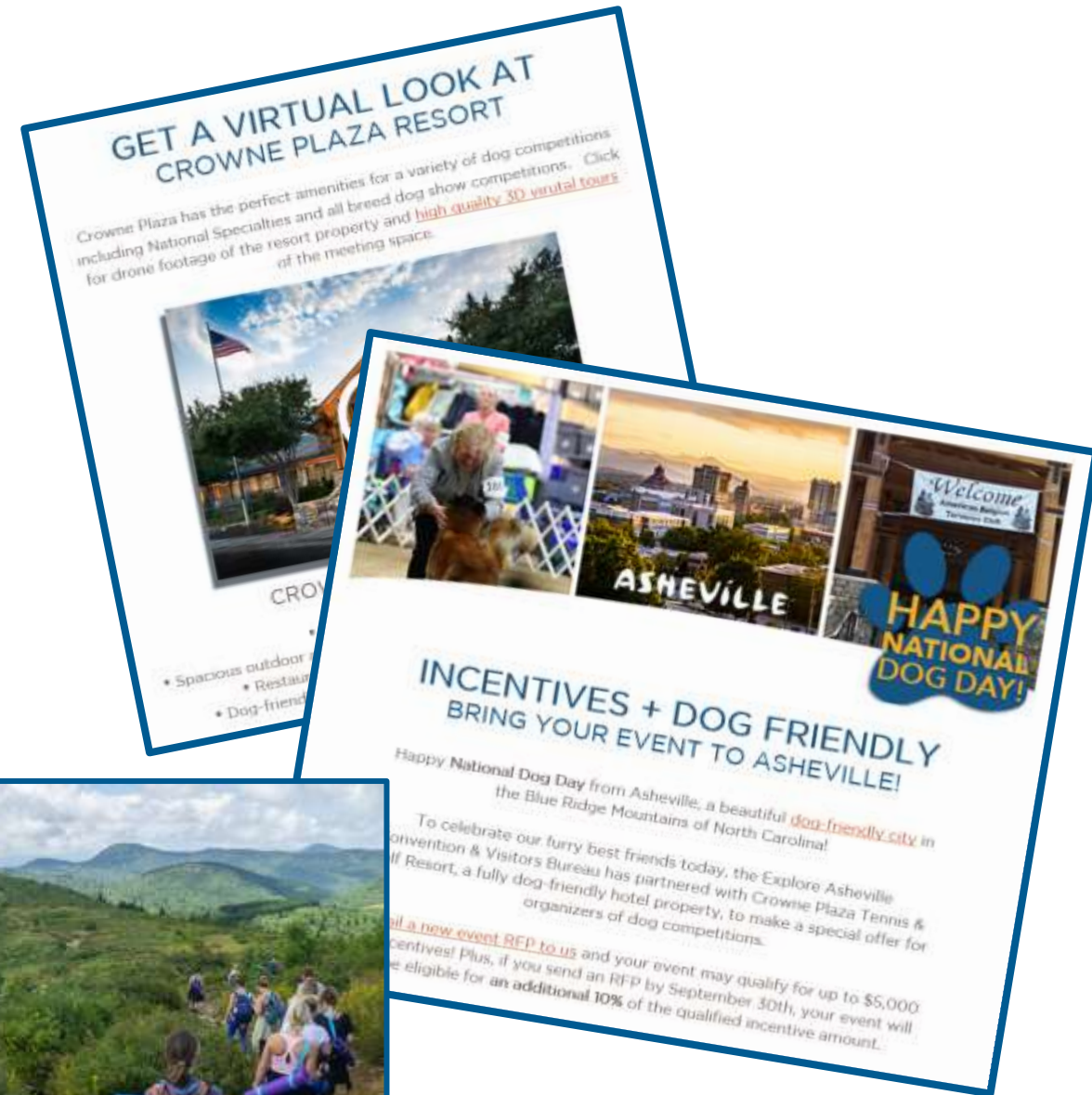
Next, enjoy a guided or self-guided visit of **The North Carolina Arboretum**. This Asheville gem boasts indoor and outdoor exhibits, acres of walking trails and gardens, and an award-winning bonsai garden. Stay for a fresh and seasonal lunch at the **Bent Creek Bistro**. Order-ahead and box lunch options available; indoor and outdoor seating available.





# OPPORTUNITIES

- “*Something to Bark About*” an affinity group outreach
- Identified tour companies focused on outdoor adventures booking multiple departures



# THRU DECEMBER 31

- Visit NC- DMOs Meeting and Conventions Co-op
  - Regional-Corporate/Association
  - SMERF Groups & Small Meetings
  - National Associations & Third-Party Planners
- Plan with Perks Program

**SUCCESSFUL**  
MEETINGS **START HERE**


### PLAN WITH PERKS

Explore Asheville has compiled value-added perks from our hotel partners for the time when your group can gather again.

**EXTRA INCENTIVE:** By sending your RFP to Explore Asheville, your meeting may also be eligible for our Have More Fun on Us program where you could earn up to \$5,000 towards your meeting.

- ▶ Hotels with 10,000 to 35,000 square feet of meeting space
- ▶ Hotels with 4,000 to 7,000 square feet of meeting space
- ▶ Hotels with 1,000 to 4,000 square feet of meeting space
- ▶ Hotels with under 1,000 square feet of meeting space

#### Hotels with 10,000 to 35,000 square feet of meeting space



**Crowne Plaza Tennis & Golf Resort.**

Back to Business: Book a meeting before December 31, 2020 and select incentives. Meeting must actualize by May 31, 2021.

- ▶ Meetings with 10-49 guest rooms - Pick two incentives
- ▶ 50-124 guest rooms - Pick three incentives
- ▶ 125-200 guest rooms - Pick four incentives

Incentives include: 15,000 IHG Reward Points for contract signer, complimentary meeting room rental, two complimentary VIP welcome amenities, 15% off audio visual, 10% off catering menus, 1:35 complimentary rooms, 70% attrition, and complimentary coffee break.

Offer valid for new meetings and based on availability. Not valid on September or October meetings and cannot be combined with other promotions or previously booked event.

Contact Explore Asheville to be connected to this offer. Your meeting may also be eligible for Explore Asheville's Have More Fun on Us incentive program.

For more information or to send your RFP, click below!

[CONTACT US](#)

Located a mile from Asheville's dynamic downtown area, the Crowne Plaza promises more than just a good night's sleep. Impeccable service, soothing decor, and spacious accommodations that offer a chance to enjoy quiet mornings on a private balcony or patio. With 34,000 square feet of conference space, the Crowne Plaza can host everything from intimate groups to conventions of up to 1,800 people. Unique on-site amenities include "Asheville Zipline Canopy Adventures," "Asheville TreeTop Adventure Park," a 9-hole golf course, 20 indoor and outdoor tennis courts, walking trails, two outdoor and one indoor zipline pools, and bike trail.

### MEETING PLANNER GUIDE

★★★★★

[DOWNLOAD HERE](#)

### SUBMIT YOUR RFP

### FIND OUT FOR YOURSELF

#### 48 HOUR MEETING PLANNER EXPERIENCE

### GET PLANNER NEWS AND PROMOTIONS

First Name:

Last Name:

Organization:

Email:

Phone:

[Submit](#) [Reset](#)

Tweets by @ExploreAsheville

Explore Asheville Group Sales & Services

Send Asheville @ExploreAsheville

off tomorrow! Starting on 2018 when "Have More Fun on Us" terms, including virus and service waivers, commenced on the Star Line is listed as a yellow-coded hotel in Asheville! Good luck to @ExploreAsheville.com! #ExploreAsheville #Asheville #NC #VisitNC





**BETH  
MCKINNEY**

Sales  
Manager

**ASHEVILLE**

MEETINGS ELEVATED.



# ASSET SHARING

- 3D Matterport Virtual Meeting Hotel Tours
  - Provided at no cost to larger meeting properties
  - 736 unique visits



# COLLABORATION

- Continue elevating partners –  
Plan with Perks / Mug Moments
- Wedding Industry Town Hall (2)



# COVID-19 COMMUNICATIONS SUPPORT

## Meet Safe Pledge

- A pledge specific to meetings
- Shared responsibility



### HOTELS *pledge TO:*

-  WASH OUR HANDS FREQUENTLY & HAVE HAND SANITIZER AVAILABLE
-  WEAR FACE COVERINGS WHEN INTERACTING WITH MEETING PLANNERS & ATTENDEES
-  FOLLOW SOCIAL DISTANCING & CAPACITY GUIDELINES SPECIFIC TO MEETINGS/EVENTS
-  FOLLOW HIGH STANDARDS OF CLEANING & SANITATION IN ALL MEETING AREAS
-  CONDUCT WELLNESS SCREENINGS OF EMPLOYEES SERVING MEETING ATTENDEES
-  TRAIN EMPLOYEES ON COVID-19 SAFETY PROCEDURES SPECIFIC TO MEETINGS/EVENTS

### PLANNERS *pledge TO:*

-  ENCOURAGE FREQUENT, ON-SITE HAND WASHING & OTHER STEPS TO REDUCE VIRAL SPREAD
-  WORK TO ENSURE ATTENDEES ABIDE BY ALL MANDATES & SAFETY PRECAUTIONS, INCLUDING THE WEARING OF MASKS OR FACE COVERINGS
-  SHARE RESPONSIBLE MEETING EXPECTATIONS WITH ATTENDEES OUTLINING SOCIAL DISTANCING & SAFETY PROCEDURES TO BE FOLLOWED ON-SITE
-  INSTRUCT ATTENDEES TO STAY HOME IF THEY HAVE A FEVER OR OTHER SYMPTOMS

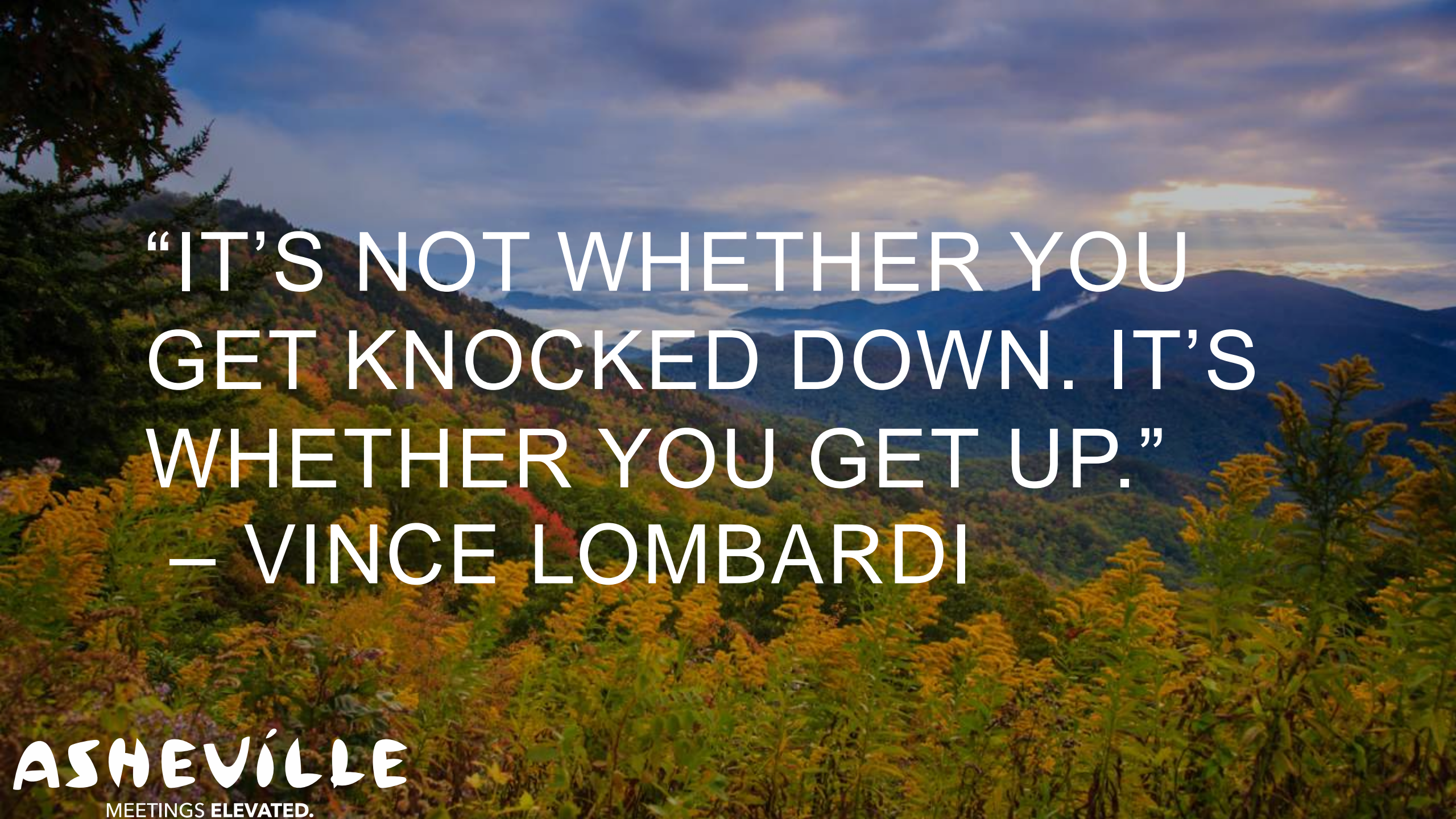




# TINA PORTER

Senior Sales  
Manager





“IT’S NOT WHETHER YOU  
GET KNOCKED DOWN. IT’S  
WHETHER YOU GET UP.”  
— VINCE LOMBARDI

**ASHEVILLE**

MEETINGS ELEVATED.



# SPORTS – ALL THE TIME

- Strong outreach to rights holders/organizers
  - Signature and smaller, regional events
- Maintain critical relationships with local sports planners to book 2021
  - Regional colleges, universities, & high schools
  - ABYSA, Bob Lewis Park, Carpetbagger Lacrosse, Hi-Neighbor Volleyball, etc.
  - Identify new prospects & events
- Messaging supported with new Sports fact sheet



*Elevate your Experience*  
**SPORTS**

From the fields to the courts, from indoors to outdoors, Asheville is the premier Southeast mountain destination for your next sporting event. Our team of local experts can assist with the selection, planning details and connecting your event's needs to the community. Asheville also offers playful, lingering, dining options, family-friendly attractions and outdoor recreation, making for a seamless event filled with discovery and adventure.

**TOP VENUES**

**WNC AGRICULTURE CENTER**  
• 87 Acres  
• 65,000 sq. ft. Arena  
• 45,000 sq. ft. Event Center  
• 27,500 sq. ft. Expo Building  
• 8,000 sq. ft. Event Building

**UNC ASHEVILLE CAMPUS**  
• 133,500 sq. ft.  
• 3,800 Seats for Symposia and Seminars  
• 5,400 Seats for Basketball Games  
• Classroom and Seminar Space

**HARRAH'S CHEROKEE CENTER ASHEVILLE**  
• Lockout Downtown  
• 25,000 sq. ft. Exhibit Space  
• 8,400 Seat Arena  
• Banquet Hall  
• Various Breakout Meeting Rooms

**ASTON PARK TENNIS CENTER**  
• 12 Lighted Clay Courts

**JOHN B. LEWIS SOCCER COMPLEX**  
• 4 Turf Soccer Fields  
• Restrooms and Support Facilities

**BUNCOMBE COUNTY SPORTS PARK**  
• Mountain View  
• 7 Soccer Fields  
• Disc Golf Course  
• Concussion Aides and Restrooms  
• Semi Beach Volleyball Court  
• Bocce Ball Courts

**ASHEVILLE RACQUET CLUB**  
Downtown Location  
• 4 Indoor, 10 Clay, and 8 Hard Courts (14 total Outdoor Courts)  
• Gym, Indoor Heated Pool, and Outdoor Pool

South Asheville Location  
• 6 Indoor, 15 Clay, and 8 Hard Courts (21 total Outdoor Courts)  
• Gym and Outdoor Pool

**CARRIER PARK**  
• Velodrome for Cycling  
• Volleyball Courts  
• Roller Hockey Rink  
• Basketball Court  
• Lawn Bowling Court  
• Multi-use Sports Field for Baseball and Soccer

**SPORTS WE CAN HOST**  
• Archery  
• Badminton  
• Baseball  
• Basketball  
• BJJ  
• Canoe/Kayak  
• Cheerleading  
• Cross Country  
• Darts  
• Disc Golf  
• Equestrian  
• Field Hockey  
• Fly Fishing  
• Golf  
• Gymnastics  
• Lacrosse  
• Martial Arts  
• Mountain Biking  
• Orienteering  
• Polo  
• Road Cycling  
• Roller Derby  
• Roller Skating  
• Soccer  
• Softball  
• Tennis  
• Triathlon/Endurance  
• Volleyball  
• Wrestling

800.257.5583 • [meetings@ExploreAsheville.com](mailto:meetings@ExploreAsheville.com)  
[AshevilleMeetings.com](http://AshevilleMeetings.com)

**ASHEVILLE**  
MEETINGS ELEVATED.

# SPORTS – ALL THE TIME

- Tradeshow Outreach & Face to Face
  - TEAMS – Booth, 1:1 appointments
  - Sports Express – Two days 1:1 appointments, networking
  - Sports meetings are as important
- Work hand in hand with ABRSC on signature events
  - Spartan, Fed Cup, Gala Gymnastics, etc.







# CARLI ADAMS

Group Communications  
& Services Manager

ASHEVILLE

MEETINGS ELEVATED.



# BRAND REFRESH



ASHEVILLE

MEETINGS ELEVATED.

WHAT EXPERIENCE WILL YOU Create?

AshevilleMeetings.com

ASHEVILLE

MEETINGS ELEVATED.

Key Elements FOR AN ELEVATED MEETING

ACCESSIBLE LOCATION

WIDE OPEN SPACES

GRAND RESORTS TO BOUTIQUE HOTELS

8,000 HOTEL ROOMS

AshevilleMeetings.com

Elevate your Experience

CLIMATE

FOUR SEASON CLIMATE

MONTHLY AVERAGE TEMPERATURES (°F)

SPRING March-May

AVG. TEMPS 67°F 45°F

ASHEVILLE

Indoor and Outdoor Agendas

ASHEVILLE

ASHEVILLE  
MEETINGS ELEVATED.

ASHEVILLE

MEETINGS ELEVATED.

PLAN A BUDGET-FRIENDLY MEETING IN ASHEVILLE

CONTACT WITH OUR STAFF

ASHEVILLE

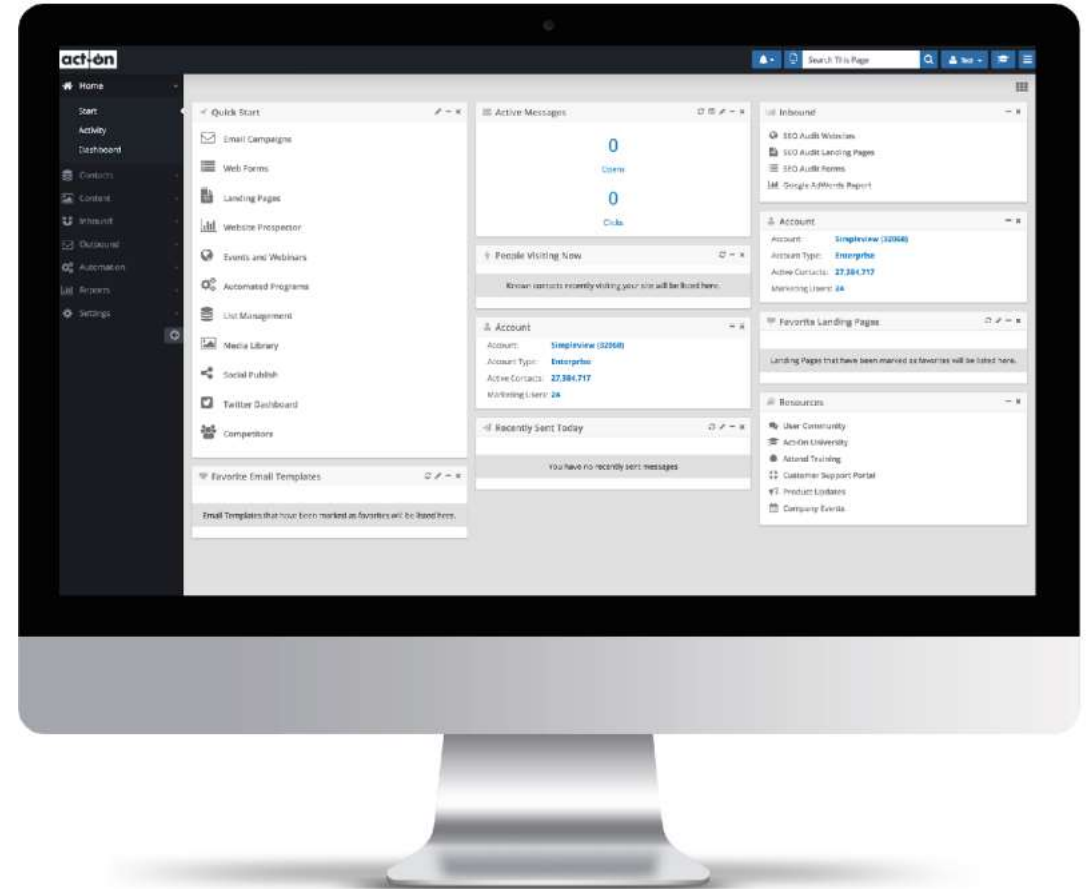
ASHEVILLE  
MEETINGS ELEVATED.

# ACT-ON SOFTWARE



New tool for group sales:

- New email marketing platform
- Marketing automation software featuring lead scoring, list segmentation, automated programs and customizable campaigns
- Full integration with CRM with a suite of dynamic analytics





# COMMUNICATION STRATEGY & NEW NEEDS OF MEETING PLANNERS

## Communication & Outreach

- Avg Open Rate 19% since March 16<sup>th</sup>

## New Tools

- 11-minute virtual video | 264 viewers
- 3D Virtual Hotel Tours | 1,745 impressions
- LinkedIn Company Page | 240 followers
- Mug Moments Episode 1 | 29 registered
- Meet Safe Pledge



# KEY POINTS

1. Asheville is positioned better than most destinations for the return of meetings and events
2. Asheville has a strong virtual presence and is addressing planners' new needs
3. The CVB has taken additional steps to provide support for industry partners to secure future business
4. The CVB has a strong and passionate staff dedicated to bringing meetings and events to the community and to our partners





# QUESTIONS?

**ASHEVILLE**  
MEETINGS ELEVATED.



# CITY COUNCIL UPDATE

**Councilmember Julie Mayfield**

Asheville City Council Update

# BC COMMISSION UPDATE

**Commissioner Joe Belcher**

Buncombe County Commission Update

# MISCELLANEOUS BUSINESS

**Chairman Himanshu Karvir**

Miscellaneous Business



# PUBLIC COMMENTS

## **Chairman Himanshu Karvir**

Members of the Public were invited to submit comments via email to [reply@ExploreAsheville.com](mailto:reply@ExploreAsheville.com) through 4:00 p.m. on Tuesday, September 29, 2020.

One comment was received and sent to the board.

# CEO SEARCH UPDATE

**Vice Chairman Gary Froeba**

Update on the CEO Search

# CLOSED SESSION

**Chairman Himanshu Karvir**

Call for motion to go into Closed Session



# CLOSED SESSION MOTION

I move that we go into closed session at this time for the following reasons (1) Pursuant to North Carolina General Statute 142-318.11(a)(1), to prevent disclosure of information that is confidential pursuant to the laws of North Carolina, or not considered a public record within the meaning of Chapter 132 of the General Statutes; (2) Pursuant to North Carolina General Statutes 154-318.11(a)(6) and 142-318.11(a)(1) to consider the qualifications, competence, performance, character, fitness, and conditions appointment of an individual public officer or employee or prospective public officer or employee, and (3) Pursuant to North Carolina General Statute 143-318.11(a)(3) to consult with an attorney retained by the Buncombe County Tourism and Development Authority about matters with respect to which the attorney-client privilege between the BCTDA and its attorney must be preserved.

# CLOSED SESSION 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

# PUBLIC ADJOURNMENT

**Chairman Himanshu Karvir**

Members of the public can now exit the meeting and the closed session will begin.

Thanks for attending!

The next monthly BCTDA meeting will be on Wednesday, October 28, 2020, at 9:00 a.m.



# NEXT BCTDA MEETING



*Thanks for attending!*

The next BCTDA meeting will be on  
**Wednesday, October 28, 2020**  
at 9:00 a.m.