

**Buncombe County Tourism Development Authority**  
**A Joint Meeting of the Public Authority and Nonprofit Corporation**  
**FY 22 Virtual Annual Planning Retreat**

Thursday, March 25, 2021 - 12:30 p.m. | Friday, March 26, 2021 - 9:00 a.m.  
 Via Zoom Webinar due to COVID-19 State of Emergency – [Attending Public – Register Here](#)

**Agenda – Thursday, March 25**

12:30 p.m.	Setting the Stage <ul style="list-style-type: none"> <li>• Welcome &amp; Objectives</li> <li>• Community Priorities Landscape</li> <li>• Tourism’s Four Pillars</li> </ul>	Himanshu Karvir, Vic Isley Vic Isley Vic Isley
1:00 p.m.	Pillar #1 – <i>Deliver Balanced Recovery &amp; Sustainable Growth</i> <ul style="list-style-type: none"> <li>• Pillar Overview</li> <li>• US Travel Sentiment</li> <li>• US Lodging Outlook</li> <li>• Strategic Conversation &amp; Input</li> </ul>	Vic Isley Erin Francis-Cummings, Destination Analysts Adam Sacks, Tourism Economics Facilitated Board Discussion
3:15 p.m.	Break	
3:30 p.m.	Pillar #2 – <i>Encourage Safe &amp; Responsible Travel</i> <ul style="list-style-type: none"> <li>• Pillar Overview</li> <li>• Navigating the Way Forward</li> <li>• Strategic Conversation &amp; Input</li> </ul>	Vic Isley Randy Durband, Global Sustainability Travel Council Facilitated Board Discussion
4:30 p.m.	Wrap-Up and Friday Preview	Vic Isley
4:45 p.m.	Adjourn for the Day	Himanshu Karvir

**Agenda – Friday, March 26**

9:00 a.m.	Welcome, Thursday Recap & Friday Overview	Himanshu Karvir; Anthony Bennett, Kimberly Orton, RedSky Strategy
9:30 a.m.	Pillar #3 – <i>Engage &amp; Invite More Diverse Audiences</i> <ul style="list-style-type: none"> <li>• Pillar Overview</li> <li>• Diversity, Equity &amp; Inclusion</li> <li>• Strategic Conversation &amp; Input</li> </ul>	Vic Isley Earl “Butch” Graves, Jr., Black Enterprise Facilitated Board Discussion
10:30 a.m.	Pillar #4 – <i>Promote &amp; Support Asheville’s Creative Spirit</i> <ul style="list-style-type: none"> <li>• Pillar Overview</li> <li>• Embracing Place DNA</li> <li>• Strategic Conversation &amp; Input</li> </ul>	Vic Isley Rodney Payne, Destination Think Facilitated Board Discussion
11:30 a.m.	Wrap-Up and Next Steps	Vic Isley
11:45 a.m.	Annual Planning Retreat Adjournment	Himanshu Karvir

***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.*