

Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
Virtual Board Meeting

Wednesday, January 27, 2021 | 9:00 a.m.

Via Zoom Webinar due to COVID-19 State of Emergency – [Attending Public – Register Here](#)

Agenda

9:00 a.m.	Call to Order the Joint Virtual Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Himanshu Karvir
9:05 a.m.	Welcome New BCTDA Ex-Officio Board Members – Asheville City Councilmember Sandra Kilgore – Buncombe County Commissioner Robert Pressley	Himanshu Karvir
9:10 a.m.	Approval of 12.16.20 Meeting Minutes	Himanshu Karvir
9:15 a.m.	December 2020 Financial Reports	Don Warn
9:20 a.m.	Appointment of BCTDA Finance Committee	Himanshu Karvir
9:25 a.m.	BCTDA Tourism Recovery Efforts a. BCTDA Tourism Jobs Recovery Fund Report b. BCTDA PPP Webinar c. BCTDA Contribution to the One Buncombe Fund d. BCTDA Proposal & Budget Amendment to Support Local Businesses	Matt Raker, Noah Wilson Mountain BizWorks Victoria Isley Victoria Isley Victoria Isley
10:05 a.m.	President & CEO's Report a. BCTDA Annual Planning Retreat – March 25-26, 2021 b. CVB Staff Recap c. Destination Dashboard d. Quick List e. Other Updates	Victoria Isley
10:20 a.m.	Recovery Marketing & Messaging	Marla Tambellini Ashley Keetle, 360i
10:40 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:45 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:50 a.m.	Miscellaneous Business	Himanshu Karvir
10:55 a.m.	Comments from the General Public	Himanshu Karvir
11:00 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA meeting is on **Wednesday, February 24, 2021**, at 9:00 a.m. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any questions.

Save the Date – Upcoming Partner Webinar:

[Cost-Effective Ways to Increase Reach & Website Traffic](#) | Wednesday, February 10, 2021 | 9:00-10:00 a.m.