

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

Wednesday, February 24, 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.	Approval of 01.27.21 Meeting Minutes	Himanshu Karvir
9:07 a.m.	Adoption of Protocols and Rules for Public Comment	Himanshu Karvir
9:12 a.m.	Appointment of Nominating Committee	Himanshu Karvir
9:15 a.m.	Financial Reports a. January 2021 Financial Reports b. Penalty Waiver Update for Sleep Inn West & The Lion & the Rose	Don Warn Victoria Isley
9:20 a.m.	President & CEO's Report a. BCTDA Virtual Annual Planning Retreat – March 25-26, 2021 b. FY 22 BCTDA Meeting Schedule c. Other Updates d. CVB Staff Recap, Destination Dashboard, Quick List	Victoria Isley
9:30 a.m.	Tourism Product Development Fund Update a. Annual TPDF Project Update b. Budget Amendment to Close Completed TPDF Project Budgets c. Contract Amendment Request - City of Asheville/Riverfront Destination Development d. African American Heritage Trail Project Budget	Pat Kappes
9:55 a.m.	Recovery Marketing & Messaging	Marla Tambellini Ashley Keetle, 360i
10:15 a.m.	Preparing for Group Recovery	Dianna Pierce, Carli Adams
10:35 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:40 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:45 a.m.	Miscellaneous Business	Himanshu Karvir
10:50 a.m.	Comments from the General Public	Himanshu Karvir
11:00 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA gathering will be the board's annual planning retreat and March meeting, to be held **Thursday-Friday, March 25-26, 2021**, beginning at 8:30 a.m., via Zoom Webinar. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any 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.