

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

Board Meeting

Wednesday, February 26, 2020 | 9:00 a.m.
Explore Asheville Convention & Visitors Bureau | 27 College Place | Board Room (1st Floor)

Agenda

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Gary Froeba
9:02 a.m.	Introduction of Chris Cavanaugh, Magellan Strategy Group	
9:07 a.m.	Approval of 01.29.20 Meeting Minutes	Gary Froeba
9:10 a.m.	Financial Reports <ul style="list-style-type: none">a. January 2020 Financial Reportsb. TPDF Completed Projects Budget Ordinancec. Undesignated Fund Balance Transfer	Don Warn Stephanie Brown Stephanie Brown
9:20 a.m.	President's Report <ul style="list-style-type: none">a. Buncombe County Tourism Overview Packetb. CVB Staff Recapc. Destination Dashboardd. Quick Liste. Other Updates	Stephanie Brown
9:30 a.m.	Destination Performance Overview	Stephanie Brown
9:45 a.m.	Setting the Stage for FY 21 <ul style="list-style-type: none">a. Group Sales: Insights & Analysesb. Marketing: Insights & Analyses	Dianna Pierce Marla Tambellini, Angie Arner, Ashley Keetle, Cindy Stein
11:25 a.m.	5-Minute Break	
11:30 a.m.	FY 21 Budget Process <ul style="list-style-type: none">a. Finance Committee Reportb. Establish FY 21 Revenue Objective	Chip Craig Stephanie Brown
11:40 a.m.	Asheville City Council Update	Councilwoman Julie Mayfield
11:45 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
11:50 a.m.	Miscellaneous Business	Gary Froeba
11:55 a.m.	Comments from the General Public	Gary Froeba
12:00 p.m.	Adjournment	Gary Froeba

The next joint BCTDA meeting is on [THURSDAY, APRIL 2, 2020](#), at 9:00 a.m., in the Board Room of the Explore Asheville Convention & Visitors Bureau. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any questions.

Save the Date!

Hospitality Outlook ~ Wednesday, March 18 ~ 11 a.m.-1 p.m. ~ Holiday Inn Asheville – Biltmore West
“What’s New with You” CVB Partner Forum ~ Thursday, March 26 ~ 3-5 p.m. ~ Explore Asheville Board Room