

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

Wednesday, February 27, 2019 | 9:00 a.m.

Explore Asheville Convention & Visitors Bureau | 27 College Place | Boardroom (1st Floor)

Agenda

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| 9:00 a.m. | Call to Order of the Joint Meeting of the BCTDA, Public Authority and Nonprofit Corporation | Jim Muth |
| 9:05 a.m. | Approval of January 30, 2019 Meeting Minutes | Jim Muth |
| 9:10 a.m. | January 2019 Financial Reports | Autumn Lyvers |
| 9:20 a.m. | President's Report | Stephanie Brown |
| | a. BCTDA FY 2019-20 Meeting Schedule | |
| | b. BCTDA Annual Planning Retreat and March Meeting – March 21-22 | |
| | c. CVB Staff Recap | |
| | d. Destination Dashboard | |
| | e. Quick List | |
| | f. Other Updates | |
| 9:30 a.m. | Tourism Management & Investment Plan | Mike Konzen, PGAV;
Chris Cavanaugh, Magellan
Strategy Group |
| 10:00 a.m. | Creative & Positioning Presentation | David Rollo, Angie Arner;
360i |
| 10:45 a.m. | Public Hearing to consider the following budgetary amendments and ordinances, posted 2/15/19 on www.ExploreAshevilleCVB.com . | |

From the Tourism Product Development Fund:

- Budget amendment in the amount of \$70,000 to the TPDF administrative budget for Wayfinding Maintenance, approved by the BCTDA on 11.28.18.
- Budget project ordinance in the amount of \$9,485,000 to establish budgets for the six TPDF projects awarded in the 2018 funding cycle, approved by the BCTDA on 10.31.18.
- Budget project ordinance in the amount of \$2,250,000 to establish the budget for the Buncombe County/Woodfin Greenway & Blueway project, approved by the BCTDA on 06.28.17.
- Budget amendment in the amount of \$250,000 to the TPDF administrative budget to fund the Tourism Management & Investment Plan.

From Fund Balance:

- Budget amendment in the amount of \$500,000 to supplement the Executive Office Budgetary Contingency and Marketing Contingency Budgetary lines, and additional Marketing expenses.

10:50 a.m. Action Items

Jim Muth

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- d. Budget amendment in the amount of \$250,000 to the TPDF administrative budget to fund the Tourism Management & Investment Plan.

From Fund Balance:

- e. Budget amendment in the amount of \$500,000 to supplement the Executive Office Budgetary Contingency and Marketing Contingency Budgetary lines, and additional Marketing expenses.

10:55 a.m. Asheville City Council Update

Councilwoman Julie Mayfield

11:00 a.m. Buncombe County Commission Update

Commissioner Joe Belcher

11:05 a.m. Miscellaneous Business

Jim Muth

11:10 a.m. Comments from the General Public

Jim Muth

11:15 a.m. Adjournment

Jim Muth

The next joint BCTDA gathering will be the board's annual planning retreat and March meeting, to be held **Thursday-Friday, March 21-22, 2019**, beginning at 8:30 a.m., at The Omni Grove Park Inn (Thursday) and the Explore Asheville Boardroom (Friday). Please contact Jenna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any questions.

Upcoming Events: Explore Asheville "What's New in 2019" Partner Forum

Wednesday, March 27, 2019 – EA Boardroom – 8:30 – 9:30 a.m. and 3:30 – 4:30 p.m. (same forum – 2 sessions)

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.