

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

Board Meeting

Friday, March 23, 2018 | 8:30 a.m.

The Omni Grove Park Inn – Country Club – 290 Macon Avenue, Asheville

Agenda

8:30 a.m.	Call to Order and Introduction of Visitors	Jim Muth
8:35 a.m.	Approval of 02.28.18 Meeting Minutes	Jim Muth
8:40 a.m.	Financial Reports a. February 2018 Financial Reports b. TPDF Budget Ordinance – Haywood Street Grant	Jennifer Durrett
8:50 a.m.	Finance Committee Report a. Business Objective Presentation b. Action to Establish Business Objective	Chip Craig Stephanie Brown Jim Muth
10:00 a.m.	Break	
10:15 a.m.	Marketing & Advertising Strategies	Marla Tambellini, Peter Mayer Agency
12:00 p.m.	Working Lunch	
12:30 p.m.	Public Relations Strategies	Marla Tambellini, Dodie Stephens
1:00 p.m.	Public Affairs/Community Engagement/TPDF Update	Pat Kappes
1:30 p.m.	Asheville City Council Update	Councilwoman Julie Mayfield
1:40 p.m.	Buncombe County Commission Update	Commissioner Joe Belcher
1:50 p.m.	Miscellaneous Business	Jim Muth
1:55 p.m.	Comments from the General Public	Jim Muth
2:00 p.m.	Adjournment	Jim Muth

Please note that times and topics are tentative and subject to change, and annual planning discussions from Thursday may be continued into Friday.

The next joint BCTDA meeting is on **Wednesday, May 2, 2018**, at 9:00 a.m., in the Boardroom of the Explore Asheville Convention & Visitors Bureau. Please contact Jonna Reiff at jreiff@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.