

Buncombe County Tourism Development Authority Board Meeting

Friday, March 24, 2017 | 8:30 a.m.

Cedric's at Biltmore in Antler Hill Village - One Lodge Street, Asheville 28803

Agenda

| | | |
|------------|---|--|
| 8:30 a.m. | Call to Order and Introduction of Visitors | Paula Wilber |
| 8:35 a.m. | Approval of 02.22.17 Meeting Minutes | Paula Wilber |
| 8:40 a.m. | Financial Reports a. February 2017 Financial Reports b. BCTDA/Gould Killian CPA Group FY 2016-17 Audit Contract | Jennifer Durrett |
| 8:55 a.m. | Executive Director Update a. February CVB Staff Recap b. February Visitor Index c. February Quick List d. Other Updates | Stephanie Brown |
| 9:15 a.m. | Asheville CVB Office Relocation a. New Office Presentation b. Budget Resolution | Stephanie Brown, John Fisher, Martin Lewis |
| 9:45 a.m. | Nominating Committee | Paula Wilber |
| 9:55 a.m. | Establishing Revenue Objective | Stephanie Brown, Joe Lathrop |
| 10:30 a.m. | Wayfinding System Update | Stephanie Brown |
| 10:55 a.m. | Overview of Tourism in Buncombe County | Stephanie Brown |
| 11:25 a.m. | Community Engagement Plan | Stephanie Brown |
| 11:45 a.m. | Working Lunch | Joe Lathrop |
| 12:50 p.m. | Miscellaneous Business | Paula Wilber |
| 12:55 p.m. | Comments from the General Public | Paula Wilber |
| 1:00 p.m. | Adjournment | Paula Wilber |

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 BCTDA meeting is on **Wednesday, April 26, 2017**, at 9:00 a.m., in the Boardroom of the Asheville Area Chamber of Commerce. Please contact Jonna Reiff at jreiff@ExploreAsheville.com or 828.258.6111 with any questions.