

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

Virtual Board Meeting

Thursday, April 2, 2020 | 9:00 a.m.

Via GoToWebinar due to COVID-19 Pandemic – [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	Gary Froeba
9:05 a.m.	Approval of 02.26.20 Meeting Minutes	Gary Froeba
9:10 a.m.	Financial Reports <ul style="list-style-type: none"> a. February 2020 Financial Reports b. Penalty Waiver Request Update - Beaucatcher Motel c. FY 20 CliftonLarsonAllen Audit Contract d. Occupancy Tax Penalties Related to COVID-19 e. Waiver of Advertising Revenues for ExploreAsheville.com f. Budget Amendment – One Buncombe Initiative 	Don Warn Don Warn Don Warn Don Warn Stephanie Brown Stephanie Brown
9:25 a.m.	President's Report <ul style="list-style-type: none"> a. CVB Staff Recap b. Destination Dashboard c. Quick List d. Other Updates 	Stephanie Brown
9:35 a.m.	Tourism Product Development Fund Projects <ul style="list-style-type: none"> a. YMI Cultural Center Contract Amendment Request b. Asheville Art Museum Contract Amendment Request c. Asheville Art Museum Supplemental Request 	Pat Kappes Pam Myers Pam Myers
9:45 a.m.	Overview of COVID-19 Impacts & Responses <ul style="list-style-type: none"> a. Marketing & Advertising Assessment & Short-term Response b. Group Sales & Services Assessment c. Tourism Partner Support d. Administration/Operations/Cashflow 	Marla Tambellini Dianna Pierce Pat Kappes Stephanie Brown
10:45 a.m.	Marketing Strategies Moving Forward	Angie Arner, Cindy Stein, Ashley Keetle; 360i
11:00 a.m.	Asheville City Council Update	Councilwoman Julie Mayfield
11:05 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
11:10 a.m.	Miscellaneous Business	Gary Froeba
	Comments from the General Public (<i>provided via email in advance</i>)	Gary Froeba
11:10 a.m.	Closed Session	Sabrina Rockoff, BCTDA Attorney
12:00 p.m.	Adjournment	Gary Froeba