

**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	
	a. February 2020 Financial Reports	Don Warn
	b. Penalty Waiver Request Update - Beaucatcher Motel	Don Warn
	c. FY 20 CliftonLarsonAllen Audit Contract	Don Warn
	d. Occupancy Tax Penalties Related to COVID-19	Don Warn
	e. Waiver of Advertising Revenues for ExploreAsheville.com	Stephanie Brown
	f. Budget Amendment – One Buncombe Initiative	Stephanie Brown
9:25 a.m.	President's Report	Stephanie Brown
	a. CVB Staff Recap	
	b. Destination Dashboard	
	c. Quick List	
	d. Other Updates	
9:35 a.m.	Tourism Product Development Fund Projects	
	a. YMI Cultural Center Contract Amendment Request	Pat Kappes
	b. Asheville Art Museum Contract Revision Amendment	Pam Myers
	c. Asheville Art Museum Supplemental Request	Pam Myers
9:45 a.m.	Overview of COVID-19 Impacts & Responses	
	a. Marketing & Advertising Assessment & Short-term Response	Marla Tambellini
	b. Group Sales & Services Assessment	Dianna Pierce
	c. Tourism Partner Support	Pat Kappes
	d. Administration/Operations/Cashflow	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