

## Buncombe County Tourism Development Authority Board Meeting

Wednesday, April 26, 2017 | 9:00 a.m.

Asheville Area Chamber of Commerce | 36 Montford Avenue | Boardroom (2<sup>nd</sup> Floor)

### Agenda

|            |  |                             |
|------------|--|-----------------------------|
| 9:00 a.m.  | Call of BCTDA Meeting to Order   | Paula Wilber                |
| 9:05 a.m.  | Approval of Meeting Minutes<br>a. BCTDA 03.23.17 Annual Planning Retreat Notes<br>b. BCTDA 03.24.17 Meeting Minutes  | Paula Wilber                |
| 9:10 a.m.  | Asheville City Council Update  | Councilwoman Julie Mayfield |
| 9:20 a.m.  | Buncombe County Commission Update  | Commissioner Joe Belcher    |
| 9:30 a.m.  | March 2017 Financial Reports   | Jennifer Durrett            |
| 9:40 a.m.  | Executive Director Report<br>a. March CVB Staff Recap<br>b. March Visitor Index<br>c. March Quick List<br>d. National Tourism Week Summit 2017<br>e. Other Updates | Stephanie Brown             |
| 9:50 a.m.  | Finance Committee Report   | John Ellis                  |
| 10:00 a.m. | Fiduciary Task Force Report<br>a. Nonprofit DBA and Branding<br>b. Moving Expenses Supplemental Budget Ordinance<br>c. Employee Benefits Package<br>d. Chamber MOU | John Ellis                  |
| 10:30 a.m. | Marketing Update – National Geographic & DC Takeover   | Brooke Ptaszek              |
| 10:50 a.m. | Miscellaneous Business   | Paula Wilber                |
| 10:55 a.m. | Comments from the General Public   | Paula Wilber                |
| 11:00 a.m. | Adjournment  | Paula Wilber                |

The next BCTDA meeting is on **Wednesday, May 31, 2017**, at 9:00 a.m., in the Boardroom of the Asheville Area Chamber of Commerce. Please contact Jonna Reiff at [jreiff@ExploreAsheville.com](mailto:jreiff@ExploreAsheville.com) or 828.258.6111 with any questions.

### Upcoming Events

**National Tourism Week Summit** – Friday, May 12 – Renaissance Asheville Hotel – 12:00 – 4:30 p.m.

#### ***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.*