

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

Wednesday, July 27, 2022 | 9:00 a.m.

Explore Asheville Convention & Visitors Bureau | 27 College Place | Board Room (1<sup>st</sup> Floor)

Members of the Public may attend in person or [register here](#) to view the livestream of the meeting.

**Agenda**

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Approval of 06.29.22 Meeting Minutes	Kathleen Mosher
9:10 a.m.	June 2022 Financial Reports	Jennifer Kass-Green
9:15 a.m.	Approval of FY23 Budget Amendment	Kathleen Mosher
9:20 a.m.	Approval of BCTDA FY23 Meeting Schedule	Kathleen Mosher
9:25 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:35 a.m.	Tourism Product Development Fund Contract Amendments a. Asheville Community Theatre b. Enka Recreation Destination c. Woodfin Greenway & Blueway	Chris Cavanaugh, TPDF Administrator
9:50 a.m.	Group Sales - Performance & Marketing Update	Marshall Hilliard; Carli Adams; Colleen Swanson, Executive Vice President, Meetings Database Institute (MDI)
10:10 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:15 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:20 a.m.	Miscellaneous Business	Kathleen Mosher
10:25 a.m.	Comments from the General Public	Kathleen Mosher
10:30 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, August 31, 2022**, at 9:00 a.m., in the Michael Sherrill Loft of Center for Craft, located at 67 Broadway St. Please contact Julia Simpson at [jsimpson@ExploreAsheville.com](mailto:jsimpson@ExploreAsheville.com) or 828.333.5831 with 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.*