

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

Wednesday, July 28, 2021 | 9:00 a.m.

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

[Register to View the Meeting via Zoom](#)

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.	Thanks to Outgoing BCTDA Chair Himanshu Karvir	Vic Isley
9:10 a.m.	Welcome Incoming BCTDA Chair Kathleen Mosher	Vic Isley
9:15 a.m.	Approval of 06.30.21 Meeting Minutes	Kathleen Mosher
9:20 a.m.	Adoption of Rules of Decorum and Processes & Protocols for Public Comments During Regular Monthly Meetings	Kathleen Mosher
9:25 a.m.	June 2021 Financial Reports	Jennifer Kass-Green
9:30 a.m.	President & CEO Report <ul style="list-style-type: none"> a. Board Member Appointment Status b. Festivals & Cultural Events Support Fund c. Upcoming Events d. Other Updates 	Vic Isley
9:40 a.m.	Group Sales Strategy <ul style="list-style-type: none"> a. Introduction b. MDI Data Analysis c. Economic Development Sectors d. Deployment e. Wrap Up 	Vic Isley Colleen Swanson, Meetings Database Institute Clark Duncan, Economic Development Coalition for Asheville-Buncombe County Marshall Hilliard Vic Isley
10:20 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:25 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:30 a.m.	Miscellaneous Business	Kathleen Mosher
10:35 a.m.	Comments from the General Public	Kathleen Mosher
10:45 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA meeting is on **Wednesday, August 25, 2021**, at 9:00 a.m., in the Explore Asheville Board Room at 27 College Place in Asheville. Please contact Jenna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any questions.

Upcoming Partner Events:

Webinar: Responsible Travel & Sustainability in Tourism | Tuesday, August 3 | 10:00 – 11:15 a.m. | Online/Virtual
 Summer Social & Sustainability Resource Fair | Tuesday, August 3 | 4:00 – 6:00 p.m. | Highland Brewing Company