

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

Wednesday, November 17, 2021 | 9:00 a.m.

Via Zoom Webinar due to NC COVID-19 State of Emergency – [Attending Public – Register Here](#)

**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 10.27.21 Meeting Minutes	Kathleen Mosher
9:07 a.m.	Financial Reports	
	a. October 2021 Financial Reports	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent
	b. Final June 2021 Financial Reports	Don Warn
	c. FY 2020-21 Audit Presentation	Chris Kessler, Principal, State & Local Government Gaby Miller, Engagement Director CliftonLarsonAllen LLP
9:20 a.m.	President & CEO Report	Vic Isley
	a. Industry Metrics	
	b. Other Updates	
9:30 a.m.	Tourism Product Development Fund (TPDF) Update	Pat Kappes
9:50 a.m.	Marketing Update	Marla Tambellini
10:15 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:20 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:25 a.m.	Consideration to Cancel December Board Meeting	Kathleen Mosher
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

**Save the Date:**

[2021 Explore Asheville Holiday Party](#) | Wednesday, December 8 | 4:30 to 6:30 p.m. | Center for Craft

**Upcoming BCTDA Meetings:**

Wednesday, December 15, 2021 | 9:00 a.m. (subject to cancellation)

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

Please contact Jonna Sampson at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com) or 828.258.6111 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.*