

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

FY 2018-19 Annual Planning Retreat

Thursday, March 22, 2018 | 8:30 a.m.

The Omni Grove Park Inn – Seely Pavilion – 290 Macon Avenue, Asheville

Agenda

8:30 a.m.	Call to Order, Welcome & Introductions	Jim Muth
8:40 a.m.	BCTDA & Annual Planning Process Overview	Stephanie Brown
8:50 a.m.	BCTDA Facilitated Session – DestinationNEXT	Paul Ouimet, NEXTFactor Enterprises, Inc.
10:15 a.m.	Break	
10:30 a.m.	BCTDA Facilitated Session (continued)	Paul Ouimet
12:00 p.m.	Lunch	
1:00 p.m.	BCTDA Facilitated Session (continued)	Paul Ouimet
2:30 p.m.	Break	
2:45 p.m.	Group Sales & Services Strategies	Dianna Pierce
3:45 p.m.	Asheville Buncombe Regional Sports Commission Update	Demp Bradford
4:15 p.m.	Conclude Business Portion of Planning Retreat	Jim Muth
4:30 p.m.	Reception	
5:30 p.m.	Adjourn for the Day	

~~~~~  
Please note that times and topics are tentative and subject to change, and annual planning discussions from Thursday may be continued into Friday.

***The BCTDA board and Explore Asheville CVB staff extend their gratitude to Gary Froeba and The Omni Grove Park Inn for hosting the annual planning retreat and March board meeting!***

The next joint BCTDA meeting is on **Friday, March 23, 2018**, at 8:30 a.m., at the Country Club of The Omni Grove Park Inn. Please contact Jonna Reiff at [reiff@ExploreAsheville.com](mailto:reiff@ExploreAsheville.com) or 828.258.6111 with any 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.*