

Buncombe County Tourism Development Authority FY 2017-18 Annual Planning Retreat

Thursday, March 23, 2017 | 8:30 a.m.

Cedric's at Biltmore in Antler Hill Village - One Lodge Street, Asheville 28803

Agenda

8:30 a.m.	Call to Order, Welcome & Introductions	Paula Wilber
8:40 a.m.	BCTDA & Annual Planning Process Overview	Paula Wilber
8:50 a.m.	BCTDA Facilitated Session a. BCTDA Strategic Plan b. Enabling Legislation	Joe Lathrop
10:15 a.m.	Break	
10:30 a.m.	BCTDA Facilitated Session (continued)	Joe Lathrop
11:45 a.m.	Lunch	
12:45 p.m.	Group Sales & Services Strategies	Dianna Pierce
1:45 p.m.	Marketing & Advertising Strategies	Marla Tambellini, Peter Mayer Agency
2:45 p.m.	Break	
3:00 p.m.	Marketing & Advertising Strategies (continued)	Marla Tambellini, Peter Mayer Agency
4:00 p.m.	Assessment Exercise	Joe Lathrop
5:00 p.m.	Reception at Cedric's	
6:00 p.m.	Adjourn for the day	

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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 Asheville CVB staff extend their gratitude to Paula Wilber and Biltmore for hosting the retreat.***

The next BCTDA meeting is on **Friday, March 24, 2017**, at 8:30 a.m., at Cedric's at Biltmore. Please contact Jonna Reiff at [jreiff@ExploreAsheville.com](mailto:jreiff@ExploreAsheville.com) or 828.258.6111 with any questions.