

Buncombe County Tourism Development Authority, A Joint Meeting of the Public Authority and Nonprofit Corporation FY 2019-20 Annual Planning Retreat

Thursday, March 21, 2019 | 8:30 a.m.

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

Agenda

| | | |
|------------|---|---|
| 8:30 a.m. | Call Retreat to Order, Welcome & Introductions | Jim Muth |
| 8:50 a.m. | Tourism Management & Investment Plan | Mike Konzen, Andy Struckhoff, Jenny Ryan, Catherine Gilbert, PGAV; Chris Cavanaugh, Magellan Strategy Group |
| 10:10 a.m. | Break | |
| 10:25 a.m. | Tourism Management & Investment Plan (continued) | PGAV & Magellan Strategy Group |
| 11:30 a.m. | Community Engagement – Media Strategy Update | Marla Tambellini |
| 11:45 a.m. | Values-Based Tourism Campaign | Marla Tambellini |
| 12:00 p.m. | Meetings Communication Strategy | Dianna Pierce, Carli Adams |
| 12:30 p.m. | Lunch | |
| 1:15 p.m. | Agency Presentation <ul style="list-style-type: none">• Trends• Spring Creative Updates• Positioning & Strategy Discussion – FY 2019-20 | David Rollo, Angie Arner, Cindy Stein, Rob Rutherford, Ashley Keetle, Rohan Krishnan, Emery Morris; 360i |
| 3:15 p.m. | Break | |
| 3:30 p.m. | In-Market Strategies to Enhance Visitation | Sarah Kilgore, Cat Kessler, Elizabeth White |
| 4:15 p.m. | Conclude Business Portion of Planning Retreat | Jim Muth |
| 4:20 p.m. | Reception | BCTDA Board, Explore Asheville, 360i |
| 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 team for hosting the annual planning retreat!***

The next joint BCTDA meeting is on **Friday, March 22, 2019**, at 8:30 a.m., in the Explore Asheville Board Room. Please contact Jenna Sampson at [jsampson@ExploreAsheville.com](mailto:jsampson@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.*