

**Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
FY 2022-23 Annual Planning Session**

Friday, March 25, 2022 | 8:30 a.m.
The Inn on Biltmore | Vanderbilt Room | 1 Antler Hill Road, Asheville

Agenda

8:30 a.m.	Call Annual Planning Session to Order, Welcome & Introductions	Kathleen Mosher
8:35 a.m.	The Power of Paradox – The Value of Both/And Thinking	Wendy K. Smith, Professor University of Delaware
10:00 a.m.	Break	
10:15 a.m.	Strategic Pillars: Foundational Progress	Vic Isley
11:50 a.m.	Break	
12:00 p.m.	Lunch	Open Discussion
1:00 p.m.	Resident Perspectives on Tourism	Chris Davidson EVP Travel Intelligence MMGY Global
2:15 p.m.	Break	
2:30 p.m.	Storytelling Foundation Workshop	Stewart Colovin EVP Global Brand Strategy MMGY Global
3:45 p.m.	Wrap-Up & Adjournment	Kathleen Mosher

Save the Date:

'Everyone Welcome' LGBTQ+ Diverse Audience Training | Wednesday, March 30 | 3:30 - 6:00 p.m.
The Wortham Center for the Performing Arts

The next joint BCTDA meeting is on **Wednesday, April 27, 2022**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Jonna Sampson at 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.