



POWERED BY

Buncombe County Tourism
Development Authority

Board Meeting

Wednesday, October 30, 2024 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Approval of September 25, 2024, Meeting Minutes	Brenda Durden
9:10 a.m.	Financial Updates <ul style="list-style-type: none">a. September 2024 Financial Reportsb. Occupancy Tax Penalty Waivers Related to Hurricane Helene Recoveryc. Reforecasting	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent Melissa Moore Jennifer Kass-Green
9:25 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:35 a.m.	Strategic Imperatives: Progress Report <ul style="list-style-type: none">a. First Quarter Review (July 2024 – September 2024 Highlights)	Vic Isley and Explore Asheville staff
9:45 a.m.	Hurricane Helene Response and Recovery Updates <ul style="list-style-type: none">a. Partner Support and Love Asheville from Afarb. Always Asheville Fundc. Concert for Carolinad. Reopening and Recovery Messaginge. Business Continuity Efforts and Recovery Resources	Vic Isley and Explore Asheville staff
10:10 a.m.	Tourism Product Development Fund (TPDF) and Legacy Investment from Tourism (LIFT) Fund Updates	Tiffany Thacker
10:20 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:25 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:30 a.m.	Miscellaneous Business	Brenda Durden
10:35 a.m.	Comments from the General Public	Brenda Durden
10:40 a.m.	Adjournment	Brenda Durden

The next joint BCTDA monthly meeting is **Thursday, November 21, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 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.