



POWERED BY | Buncombe County Tourism Development Authority

Board Meeting

Wednesday, January 29, 2025 | 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.	Welcome New Ex-Officio BCTDA Board Member Antanette Mosley, Vice Mayor, Asheville City Council	Brenda Durden
9:10 a.m.	Approval of November 21, 2024, Meeting Minutes	Brenda Durden
9:15 a.m.	Financial Reports and Updates <ul style="list-style-type: none"> a. Audit Contract Amendment b. FY24 Audit Presentation c. Final June 2024 Financial Reports d. November 2024 Financial Reports e. December 2024 Financial Reports f. Admin Fee Collection Clarification g. BCTDA Adoption of Updated Depositories List h. Budget Amendment 	Mason Scott, Buncombe County Assistant Finance Director Tim Lyons, Mauldin & Jenkins CPAs and Advisors Mason Scott
9:50 a.m.	President & CEO Report <ul style="list-style-type: none"> a. Industry Metrics b. Lodging Performance Report c. Other Updates 	HP Patel; Jennifer Kass-Green
9:50 a.m.	President & CEO Report <ul style="list-style-type: none"> a. Industry Metrics b. Lodging Performance Report c. Other Updates 	Vic Isley
10:05 a.m.	Strategic Imperatives: Progress Report <ul style="list-style-type: none"> a. Second Quarter Review (October 2024 – December 2024 Highlights) 	Vic Isley, Dodie Stephens, Michael Kryzanek, Tiffany Thacker Jennifer Kass-Green
10:15 a.m.	Business Development Performance Report	Michael Kryzanek
10:30 a.m.	Asheville City Council Update	Vice Mayor Antanette Mosley
10:35 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:40 a.m.	Miscellaneous Business	Brenda Durden
10:45 a.m.	Comments from the General Public	Brenda Durden
10:55 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

The Year Ahead | February 12, 2025, 9:00am – 12:00 p.m. | AB Tech Ferguson Auditorium, Fernihurst Dr, Asheville 28801

The next joint BCTDA monthly meeting is **Wednesday, February 26, 2025**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Sarah Myers at smyers@ExploreAsheville.com or call 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.

