



Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation

Explore Asheville – 27 College Place, Asheville

Board Meeting Minutes
Wednesday, September 25, 2024

- Present (Voting):** Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Michael Lusick, Lucious Wilson, Elizabeth Putnam, Himanshu Karvir, Larry Crosby
- Absent (Voting):** Tim Rosebrock
- Present (Ex-Officio):** None
- Absent (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
- Staff:** Vic Isley, Mike Kryzanek, Jennifer Kass-Green, Dodie Stephens, Julia Simpson, Ashley Greenstein, Josh Jones, Mia Brown, Tina Porter, Connie Holliday
- BC Finance:** Melissa Moore
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette
- In-Person Attendees:** Julie Kirkpatrick, Mary Watkins, Josh Quinn, David DelBello, Sandy Ritter, Sarah Cameron, Guy van Rooyen; MeetNKY
John Ellis, Prior BCTDA Board Member
Dave Nutter, Retired Planner
- Online Attendees:** Emily Crosby, McKenzie Provost, Khal Khoury; Explore Asheville
Chris Smith, Asheville Buncombe Regional Sports Commission
Jim Muth, Tourism Product Development Fund (TPDF) Committee
Meghan Rogers, Asheville Independent Restaurants Association
Chip Craig, Greybeard Realty
Diane Rogers, Pinecrest Bed & Breakfast
Summer Casiano, Tanger Asheville
Rick Bell, Asheville Buncombe Hotel Association
Kit Cramer, Asheville Area Chamber of Commerce
Jaime Matthews, City of Asheville
Brad Durden, Asheville Hotel Group

Executive Summary of Meeting Minutes

- Durden called to order the joint regular meeting of the BCTDA, Public Authority, and BCTDA, Nonprofit Corporation, at 9:03 a.m. Introductions were made around the room.
- Himanshu Karvir and Tim Rosebrock were acknowledged as newly appointed board members.
- Minutes from the August 28, 2024, BCTDA meeting were approved with an 8-0 vote.
- August 2024 financials were approved with an 8-0 vote, and investments were reviewed.
- Vic Isley provided the President & CEO's report, which included an update from Mike Kryzanek on the business development team's recruitment of sporting events.
- County-related updates were shared on behalf of Commissioner Terri Wells.
- With an 8-0 vote, the BCTDA meeting adjourned at 9:57 a.m.

Call to Order of the Joint BCTDA Meeting

Durden called to order the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority, and BCTDA, a Nonprofit Corporation, at 9:03 a.m.

Information was provided about the meeting livestream and document access on [AshevilleCVB.com](https://www.ashevillecvb.com).

Welcome to Board Members and Guests

Introductions were made around the room.

Information was shared about two newly appointed BCTDA members, Himanshu Karvir and Tim Rosebrock (absent), and details were provided about their appointments and terms. Durden welcomed them to the board.

Durden also welcomed visiting staff and board members from MeetNKY who joined the meeting.

Approval of Meeting Minutes

Lusick made a motion to approve the August 28, 2024, regular meeting minutes. Putnam seconded the motion. There was no discussion. A vote was taken; the motion carried 8-0.

Financial Reports

August 2024 Financials

Melissa Moore, BCTDA Fiscal Agent, presented August 2024 financials. She reviewed operating and earned revenue funds, project funds, and year-to-date lodging sales trends by month and lodging type.

HP Patel motioned to approve the August 2024 financial reports as presented. Putnam seconded the motion. A vote was taken; the motion carried 8-0.

Investment Update

Moore then provided a summary of investment income accrued through June across all funds and explained the recent shift of \$20 million into certificates of deposits (CDs). She said all decisions were in alignment with the investment policy adopted by the board. Moore and Isley fielded questions.

Board members theorized about the potential use of the additional interest earnings; it was noted that the board still needed to decide how to make the most of these funds. Gratitude was expressed for the efforts of volunteer leadership and staff who supported the strategic decisions around investments.

President & CEO Report

Industry Metrics

Vic Isley reviewed August occupancy and demand. She reviewed fiscal-year-to-date combined roomnight demand for hotel and vacation rentals and said it was up 16% compared to FY24. It was requested that supply be included in monthly reports; Isley agreed to add it.

Destination Stewardship Framework

Isley spoke about the organization's development of the destination stewardship framework. Printed copies were provided to board members and available to guests. Isley reviewed examples of the metrics being tracked for Delivering Balanced & Sustainable Growth and explained the organization is monitoring progress toward all strategic imperatives.

Other Updates

Isley recapped the recent airport roundtable and BCTDA Annual Meeting, provided a copy of the FY24 Annual Report, and shared festivals and events Explore Asheville supported in the current and upcoming month. She highlighted that the YMI Cultural Center's grand re-opening and Goombay Festival were planned for the weekend.

Sports Update

Isley invited Mike Kryzanek, vice president of business development for Explore Asheville, to share progress about booking sports events in the community. Kryzanek emphasized the value of sports and shared the evaluation criteria for events. He reviewed upcoming events secured and noted which ones will be hosted at facilities that were supported by BCTDA funding. Discussion followed about additional strategies that the business development team could employ when tracking sports opportunities.

Asheville City Council Update

Vice Mayor Kilgore was absent, so no city-related updates were shared at this meeting.

Buncombe County Commission Update

Durden shared county-related updates provided by Commissioner Wells, which included information about the approval of grant funding for Enka Recreation Destination, allocation of ARPA funds to increase shelter beds, and a whooping cough public health alert.

Miscellaneous Business

Durden acknowledged Julia Simpson would be leaving Explore Asheville and thanked her for supporting the board.

Comments from the General Public

There were no comments made by the public at this meeting.

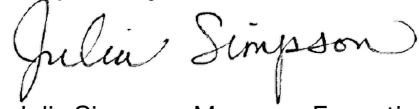
Adjournment

The PowerPoint presentation and relevant documents are on file with Explore Asheville and are posted on [AshevilleCVB.com](https://www.AshevilleCVB.com).

The next joint BCTDA meeting will be held on Wednesday, October 30, 2024, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place.

Crosby made a motion to adjourn the meeting, and Karvir seconded the motion. With all in favor, the motion carried 8-0. The meeting was adjourned at 9:57 a.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Julia Simpson". The signature is written in black ink and is positioned above the printed name.

Julia Simpson, Manager, Executive & Strategy