



POWERED BY | Buncombe County Tourism  
Development Authority

## Board Meeting

Wednesday, July 31, 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 June 26, 2024 Meeting Minutes	Brenda Durden
9:10 a.m.	June 2024 Preliminary Financial Reports	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent
9:20 a.m.	President & CEO Report <ul style="list-style-type: none"><li>a. Industry Metrics</li><li>b. Other Updates</li></ul>	Vic Isley
9:40 a.m.	Strategic Imperatives: Progress Report <ul style="list-style-type: none"><li>a. Fourth Quarter Review (March 2024 – June 2024 Highlights)</li></ul>	Vic Isley, Dodie Stephens, Michael Kryzaneck, Penelope Whitman, Jennifer Kass-Green
10:10 a.m.	Business Development Performance Report	Michael Kryzaneck; Colleen Swanson, Meetings Database Institute Executive Vice President
10:30 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
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
10:50 a.m.	Adjournment	Brenda Durden

### SAVE THE DATE

The next joint BCTDA monthly meeting is **Wednesday, August 28, 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](mailto: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.*