



## Board Meeting

Thursday, November 21, 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 October 30, 2024, Meeting Minutes	Brenda Durden
9:10 a.m.	Financial Updates <ul style="list-style-type: none"><li>a. October 2024 Financial Reports</li><li>b. Helene-Related Penalty Waivers Update</li><li>c. FY24 Audit Status</li></ul>	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent
9:20 a.m.	BCTDA FY25 Budget Update <ul style="list-style-type: none"><li>a. Finance Committee Report</li></ul>	HP Patel
9:30 a.m.	President & CEO Report <ul style="list-style-type: none"><li>a. Industry Metrics &amp; Market Performance</li><li>b. Other Updates</li></ul>	Vic Isley
9:40 a.m.	Grant Program Updates <ul style="list-style-type: none"><li>a. Tourism Product Development Fund (TPDF)</li><li>b. Legacy Investment from Tourism (LIFT) Fund</li><li>c. Festivals &amp; Cultural Events Support Grant Fund</li><li>d. Always Asheville Fund</li></ul>	Tiffany Thacker
9:55 a.m.	Marketing Updates	Dodie Stephens Scott Peacock, Visit NC
10:25 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:30 a.m.	Thanks to outgoing board member, Vice Mayor Sandra Kilgore	Brenda Durden
10:35 a.m.	Buncombe County Commission Update	Brenda Durden on behalf of 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

The next joint BCTDA monthly meeting is **Wednesday, January 29, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please visit AshevilleCVB.com for more information 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.*