

## Stephanie Brown

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**From:** Jim Muth <jim.muth@muthmail.com>  
**Sent:** Friday, November 15, 2019 11:12 AM  
**To:** Chris Cavanaugh; cjwink@bellsouth.net; Tom Ruff; Gary Froeba; rich.byrd@wcghotels.com; John Lockett; John McKibbon; phbhakta@yahoo.com; hp@bcahotels.com; hturk@hulsinghotels.com; sturner@biltmorefarmshotels.com; Himanshu Karvir; Stephanie Brown; bdurden@ashevillehotelgroup.com; Monark Patel; dbullock@ashevillecp.com  
**Cc:** bpatel@holidayinnbiltmore.com; david.mccartney@aloftashevilledowntown.com; Ron Storto; James Poole  
**Subject:** Citizen Times - Anti TDA opinion price

Hello everyone,

Below is anti-tourism and anti-TDA piece, published today in the Citizen Times.

Responses to this on the Citizen Times website or on Facebook would be appreciated.

We cannot let this kind of misinformation go unchecked.

<https://www.citizen-times.com/story/opinion/2019/11/15/buncombe-tda-tourism-asheville-community-opinion-ami-worthen-growth/4196180002/>

Thanks  
Jim

## Stephanie Brown

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**From:** Stephanie Brown  
**Sent:** Friday, November 15, 2019 3:52 PM  
**To:** Pam Myers; Gary Froeba  
**Cc:** Himanshu Karvir; 'Jim Muth' (jim.muth@muthmail.com)  
**Subject:** RE: Congrats and a Comment

Thanks, Pam. I really hated to be away for the festivities. I heard that it was terrific. Such a hard fought accomplishment. Nobody knows more than you and me how hard it can be sometimes to work so hard for the community and still face overwhelming odds.

Interesting that Butch owns hotels. When things settle down a bit, I would appreciate an opportunity to meet with your board to update their understanding of our partnership and the work of the BCTDA. I have been able to do this with the Symphony and Diana Wortham boards and it was well received.

I'm planning to join you Monday night. My daughter will be one of the students offering a spoken work performance (is that what you call it??).

Again, congratulations. And thanks for this enormous contribution to our community.

Stephanie

**From:** Pam Myers <PMyers@ashevilleart.org>  
**Sent:** Friday, November 15, 2019 3:33 PM  
**To:** Gary Froeba <gfroeba@omnihotels.com>  
**Cc:** Stephanie Brown <sbrown@exploreasheville.com>; Himanshu Karvir <hkarvir@virtelle.com>; 'Jim Muth' (jim.muth@muthmail.com) <jim.muth@muthmail.com>  
**Subject:** RE: Congrats and a Comment

Dear All: I can only apologize for the comment being made, I was taken aback as well. It was NOT in the remarks we had prepared and while I am quite sure that it was an off the cuff quip made in the heat of the moment to elicit a chuckle, it does not reflect the Museum's or Butch's attitude about the importance of the tourism business to our community. (FYI Butch's own business owns hotel properties and resorts.) As Stephanie knows, the Museum works closely with the TDA in a host of arenas and counts Explore Asheville as a key partner. We are delighted that the New Museum is garnering great press throughout the country and know that it will be an important driver for visitors coming to our area long into the future.

Again, my apologies.

Pam

Pamela L. Myers/Executive Director  
Asheville Art Museum  
POB 1717  
Asheville, NC 28802  
828 253 3227 ext 113 phone  
[www.ashevilleart.org](http://www.ashevilleart.org)

**From:** Gary Froeba <gfroeba@omnihotels.com>  
**Sent:** Friday, November 15, 2019 2:01 PM  
**To:** Pam Myers <PMyers@ashevilleart.org>

Cc: Stephanie Brown ([sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)) <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>; Himanshu Karvir <[hkarvir@virtelle.com](mailto:hkarvir@virtelle.com)>; 'Jim Muth' ([jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)) <[jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)>  
Subject: Congrats and a Comment

Pam,

Congratulations on a successful opening and ribbon cutting ceremony! What a beautiful museum and your efforts and perseverance as well as that of your team have paid off. Well done.

On another note, I was very disappointed with a comment by Mr. Patrick and I quote, "Isn't it nice to be on a street corner in Asheville without a hotel on it." While it received some chuckles I was dismayed that he would make such a tongue in cheek remark after I had presented a check on behalf of the TDA for 1.5 million dollars of taxes collected by hotels. Hotels and tourism in Asheville have enough enemies and our friends shouldn't be fanning the flames. I hope you understand that my position as Chairman of the TDA is to defend negativity to an industry that plays a vital role in the economic prosperity of our beautiful city.

Regards,

**GARY B. FROEBA**  
Managing Director  
The Omni Grove Park Inn

828-252-2711  
[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)

Stay with Omni. Help end hunger in America. [SayGoodnightToHunger.com](http://SayGoodnightToHunger.com)

## Stephanie Brown

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**From:** Stephanie Brown  
**Sent:** Friday, November 15, 2019 4:18 PM  
**To:** Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir  
**Cc:** 'Jim Muth (jim.muth@muthmail.com)'  
**Subject:** FW: Post on Chow Chow  
**Attachments:** Earned Revenue Report - ExploreAsheville.com.pdf; Update re Chow Chow funding - final 11.15.19.docx

Hello,

We are posting this content to the AshevilleCVB.com website this afternoon. We will post it to our Facebook over the weekend.

Stephanie



**Explore Asheville Earned Revenue Summary**

	FY15 Actual	FY16 Actual	FY17 Actual	FY18 Actual	FY19 Actual	FY20 Budgeted
<i>Budgeted Expenses</i>	-	-	65,000.00	115,000.00	250,000.00	175,000.00
<b>Beginning Fund Balance</b>	-	<b>5,800.37</b>	<b>56,679.89</b>	<b>153,174.71</b>	<b>191,196.27</b>	<b>176,222.53</b>
<i>Revenues</i>	5,800.37	50,879.52	157,708.26	145,521.56	192,504.26	167,000.00
<i>Expenses</i>	-	-	61,213.44	107,500.00	207,478.00	175,000.00
<i>Annual Net Revenue</i>	5,800.37	50,879.52	96,494.82	38,021.56	(14,973.74)	(8,000.00)
<b>Ending Fund Balance</b>	<b>5,800.37</b>	<b>56,679.89</b>	<b>153,174.71</b>	<b>191,196.27</b>	<b>176,222.53</b>	<b>168,222.53</b>

**TDA Earned Revenue  
FY2020 Budgeted**

**Revenues**

<b>Date</b>	<b>Description</b>	<b>Amount</b>
FY2020	Simpleview DTN Revenue	160,000.00
FY2020	aRes Revenue	7,000.00
	<b>REVENUES TOTAL</b>	<b>167,000.00</b>

**Expenses**

FY2020	Events Development	25,000.00
FY2020	Festival and Cultural Events	10,000.00
FY2020	Local Support	20,000.00
FY2020	Major Events	75,000.00
FY2020	Special Events	45,000.00
	<b>EXPENSES TOTAL</b>	<b>175,000.00</b>

**NET REVENUE**

**(8,000.00)**

**TDA Earned Revenue  
FY2019**

**Revenues**

Date	Description	Amount
7/31/2018	Simpleview DTN Revenue	13,480.26
7/31/2018	aRes Revenue	611.26
7/31/2018	aRes Revenue	502.93
9/26/2018	Simpleview DTN Revenue	13,518.65
9/26/2018	Simpleview DTN Revenue	13,747.79
9/26/2018	aRes Revenue	854.41
10/24/2018	aRes Revenue	502.01
10/24/2018	aRes Revenue	927.42
11/16/2018	Simpleview DTN Revenue	13,793.86
12/21/2018	Simpleview DTN Revenue	13,869.60
12/21/2018	aRes Revenue	770.00
12/21/2018	aRes Revenue	883.68
1/15/2019	Simpleview DTN Revenue	14,141.85
2/13/2019	Simpleview DTN Revenue	15,010.60
2/13/2019	aRes Revenue	658.93
3/7/2019	Simpleview DTN Revenue	14,674.83
3/7/2019	aRes Revenue	696.36
3/28/2019	Simpleview DTN Revenue	14,261.76
3/28/2019	aRes Revenue	203.73
5/2/2019	Simpleview DTN Revenue	14,206.62
5/2/2019	aRes Revenue	335.19
5/31/2019	Simpleview DTN Revenue	14,667.28
6/28/2019	Simpleview DTN Revenue	14,941.08
6/28/2019	aRes Revenue	630.56
6/30/2019	Simpleview DTN Revenue	14,013.87
6/30/2019	aRes Revenue	599.73
	<b>REVENUES TOTAL</b>	<b>192,504.26</b>

**Expenses**

9/1/2018	Events Development - Asheville Culinary Festival, Inc.	25,000.00
9/1/2018	Festival and Cultural Events - Asheville Downtown Association	5,000.00
9/12/2018	Festival and Cultural Events - Riverlink, Inc.	5,000.00
9/30/2018	Festival and Cultural Events - NC Arboretum Society	5,000.00
10/1/2018	Festival and Cultural Events - Southern Highland Craft Guild	5,000.00
10/1/2018	Festival and Cultural Events - Leaf Community Arts	5,000.00
10/1/2018	Special Events - NC Arboretum Society	25,000.00
10/19/2018	Local Support - The Oxford American Literary Project	2,500.00
11/1/2018	Festival and Cultural Events - Black Mountain College Museum	3,000.00
11/8/2018	Festival and Cultural Events - Green Built Alliance	3,500.00
12/6/2019	Festival and Cultural Events - Eliada Homes	5,000.00
12/7/2018	Events Development - Asheville Culinary Festival	25,000.00
12/20/2018	Local Support - Asheville Downtown Association	5,000.00
12/20/2018	Local Support - River Arts District Artist	2,500.00
1/1/2019	Local Support - Asheville Sister Cities	500.00
1/3/2019	Local Support - Asheville Downtown Association	5,000.00
1/7/2019	Local Support - Asheville Symphony Society	5,000.00
1/13/2019	Festival and Cultural Events - Montford Neighborhood Association	2,000.00
2/1/2019	Local Support - Asheville Tennis Association	2,000.00
2/1/2019	Local Support - Connect: Beyond the Page	5,000.00
2/13/2019	Local Support - Asheville Makers	750.00
2/18/2019	Local Support - Lenoir-Rhyne University	2,000.00
2/19/2019	Local Support - Xpand Fest	5,000.00
2/27/2019	Local Support - The Collider	2,000.00
3/1/2019	Festival and Cultural Events - Asheville Contemporary Dance	3,000.00
3/1/2019	Local Support - Asheville Chamber	8,000.00
3/26/2019	Local Support - Blue Ridge Parkway Association	1,000.00
4/1/2019	Local Support - Asheville Area Arts Council	5,000.00
4/10/2019	Local Support - Asheville Downtown Association	(5,000.00)
4/10/2019	Local Support - Xpand Fest	(5,000.00)
4/10/2019	Major Events - Asheville Downtown Association	5,000.00
4/10/2019	Major Events - Xpand Fest	5,000.00
5/2/2019	Special Events - WF Payment - Sinclair Broadcast Group	8,070.00
5/14/2019	Local Support - UNCA	3,000.00
5/14/2019	Local Support - Black Mountain Swannanoa Chamber	2,000.00
5/22/2019	Local Support - MountainTrue	1,500.00
6/1/2019	Special Events - Ashvegas	1,850.00
6/1/2019	Special Events - Capital at Play, Inc.	1,359.00
6/1/2019	Special Events - WCQS-FM	1,050.00

6/1/2019	Special Events - Asheville Citizen Times	3,184.00
6/1/2019	Special Events - Mountain Xpress	1,668.00
6/1/2019	Special Events - Asheville Radio Group	1,000.00
6/10/2019	Major Events - UNCA	1,000.00
6/19/2019	Special Events - Urban News	1,047.00
6/25/2019	Local Support - 2Bruce Studio	250.00
6/25/2019	Special Events - WCQS-FM	1,750.00
6/26/2019	Festival and Cultural Events - Hola Community Arts	5,000.00
6/30/2019	Festival and Cultural Events - Odyssey Community School	3,000.00
6/30/2019	Festival and Cultural Events - Black Mountain College Museum	2,000.00
6/30/2019	Special Events - WF Payment - 6AM City, LLC.	3,000.00
6/30/2019	Festival and Cultural Events - Asheville Design Center Reversal	(2,000.00)
	<b>EXPENSES TOTAL</b>	<b>207,478.00</b>

**NET REVENUE**

**(14,973.74)**

**TDA Earned Revenue  
FY2018**

**Revenues**

Date	Description	Amount
7/20/2017	TDA Deposit 7-20-2017	730.09
7/20/2017	TDA Deposit 7-20-2017 - Simpleview	11,812.31
8/4/2017	Reverse FY17 accrual jv 11	(730.09)
8/4/2017	Reverse FY17 accrual jv 11 - Simpleview	(11,812.31)
8/24/2017	TDA Daily Deposit 8/24/17	866.49
9/1/2017	TDA Deposit 9-1-2017 - Simpleview	11,320.99
10/3/2017	TDA Deposit 10-3-2017	964.28
10/27/2017	TDA Deposit	1,159.55
10/27/2017	TDA Deposit - Simpleview	25,203.54
11/29/2017	TDA Deposit 11-29-2017	944.34
11/29/2017	TDA Deposit 11-29-2017 - Simpleview	12,417.40
12/15/2017	TDA Deposit 12-15-2017 - Simpleview	12,619.96
1/10/2018	TDA Deposit 1-10-2018	704.13
2/7/2018	TDA Deposit 2-7-18 - Simpleview	13,120.04
2/21/2018	TDA Deposit 2-21-18 - Simpleview	12,421.84
3/7/2018	TDA Deposit 3-7-18	721.86
5/4/2018	TDA Deposit - Simpleview	12,511.79
5/4/2018	TDA Deposit - aRes	821.49
6/6/2018	TDA Deposit 6-6-18 - Simpleview	26,176.79
6/30/2018	Online Reservations	508.81
6/30/2018	Explore Asheville Advertising - Simpleview	13,038.26
	<b>REVENUES TOTAL</b>	<b>145,521.56</b>

**Expenses**

10/3/2017	Other - Asheville Chamber - Woman Up	5,000.00
10/10/2017	Festival and Cultural Support - FY18 Awards - Transfer to Future Events Payable*	51,500.00
11/13/2017	Other - 2Bruce Studio - 48 Hour Film Project	250.00
1/8/2018	Other - City of Asheville - Steep Canyon Rangers	1,000.00
1/9/2018	Festival and Cultural Support - Adjustment/friends of connect adjustment	(2,000.00)
1/11/2018	Festival and Cultural Support - Adjustment/Montford Neighborhood Association - Coding Correction	(2,000.00)
1/22/2018	Other - Asheville Area Arts Council Creative Summit Sponsorship	5,000.00
2/12/2018	Seminar and Symposium Sponsorships - Asheville Area Arts Council - Creative Sector Summit	5,000.00
2/12/2018	Seminar and Symposium Sponsorships - WF Payment - The Collider ClimateCon Community Supporter	500.00
2/12/2018	Seminar and Symposium Sponsorships - Asheville Downtown Association	5,000.00
2/12/2018	Seminar and Symposium Sponsorships - Organic Growers School	2,500.00
2/12/2018	Seminar and Symposium Sponsorships - Media Arts Project	1,000.00
2/12/2018	Seminar and Symposium Sponsorships - The Collider	5,000.00
2/12/2018	Seminar and Symposium Sponsorships - NC Glass Center	2,500.00
2/12/2018	Seminar and Symposium Sponsorships - Zenviba Academy	2,500.00
2/12/2018	Seminar and Symposium Sponsorships - Asheville Music Professionals	1,000.00
2/12/2018	Seminar and Symposium Sponsorships - Adjustment Zenviba Academy	(2,500.00)
2/12/2018	Seminar and Symposium Sponsorships - Zenviba Academy	2,500.00
3/7/2018	Seminar and Symposium Sponsorships - Check deposit from AAAC Creative Sector Summit (duplicate payment - 2/12/2018)	(5,000.00)
4/6/2018	Sponsorships - Asheville Downtown Association - Downtown after 5 Sponsorships	5,000.00
4/6/2018	Sponsorships - Asheville Area Chamber	8,000.00
4/18/2018	Sponsorships - Connect: Beyond the Page	10,000.00
4/18/2018	Sponsorships - MountainTrue, Inc.	500.00
4/25/2018	Sponsorships - Asheville Museum of Science	2,500.00
4/23/2018	Sponsorships - Blue Ridge Parkway Foundation	500.00
5/9/2018	Sponsorships - Asheville Tennis Association	2,000.00
6/6/2018	Sponsorships - 2Bruce Studio	250.00
	<b>EXPENSES TOTAL</b>	<b>107,500.00</b>

**NET REVENUE**

**38,021.56**

\*See Addendum for Annual Festival and Cultural Event Awards

**TDA Earned Revenue  
FY2017**

**Revenues**

<b>Date</b>	<b>Description</b>	<b>Amount</b>
7/27/2016	TDA Deposit	229.09
7/27/2016	TDA Deposit - Simpleview	8,090.34
8/18/2016	TDA Deposit 8/18/2016 - Simpleview	8,740.91
8/24/2016	TDA Deposit 8/24/2016	529.79
9/28/2016	TDA Deposit 9/28/2016	508.44
9/28/2016	TDA Deposit 9/28/2016 - Simpleview	9,277.80
10/20/2016	TDA Deposit 10/20/16	919.70
10/20/2016	TDA Deposit 10/20/16 - Simpleview	9,429.49
11/21/2016	TDA Deposit 11/21/16 - Simpleview	9,725.58
12/8/2016	TDA Deposit 12/08/2016	355.37
12/20/2016	TDA Deposit 12-20-2016	346.11
1/19/2017	TDA Deposit 1/19/17 - Simpleview	10,579.89
1/24/2017	TDA Deposit 1.24.17	522.65
1/24/2017	TDA Deposit 1.24.17 - Simpleview	10,803.58
3/1/2017	TDA Deposit 3.1.2017	406.88
3/1/2017	TDA Deposit 3.1.2017 - Simpleview	11,315.83
3/22/2017	TDA Deposit 3.22.2017	516.65
3/22/2017	TDA Deposit 3.22.2017 - Simpleview	11,292.51
4/17/2017	TDA Deposit - Simpleview	11,434.61
4/26/2017	TDA Deposit 4.26.2017	930.39
4/30/2017	TDA Deposit Travel Guide Advertising	15,386.31
5/17/2017	TDA Deposit 5-17-2017	586.44
5/24/2017	TDA Deposit 5-24-2017 - Simpleview	11,504.18
6/28/2017	TDA Deposit 6-28-2017 - Simpleview	11,733.32
8/4/2017	7-20-17 deposit accrual	730.09
8/4/2017	7-20-17 deposit accrual - Simpleview	11,812.31
	<b>REVENUES TOTAL</b>	<b>157,708.26</b>

**Expenses**

12/19/2016	Festival and Cultural Event Support - Chamber Invoice 12/19/2016	20.31
1/23/2017	Festival and Cultural Event Support - Chamber Invoice Credit 1/23/2017 coding correction	(10.00)
2/16/2017	Festival and Cultural Event Support - Chamber Invoice 2/16/2017 coding correction	(10.31)
3/13/2017	Festival and Cultural Event Support - Appalachian Mural Trail	150.00
3/24/2017	Festival and Cultural Event Support - FY17 Awards - Transfer to Future Events Payable*	50,500.00
4/25/2017	Seminar and Symposium Sponsorships - Green Opportunities	500.00
4/25/2017	Seminar and Symposium Sponsorships - Xpand Fest	2,000.00
5/8/2017	Other - 2017 Asheville Chamber Annual Meeting - Gold Sponsor	5,000.00
5/22/2017	Festival and Cultural Event Support - Montford Neighborhood Association	2,000.00
5/22/2017	Festival and Cultural Event Support - Chamber Invoice 5/22/2017	63.44
6/12/2017	Other - 312UNCA	1,000.00
	<b>EXPENSES TOTAL</b>	<b>61,213.44</b>

**NET REVENUE**

**96,494.82**

\*See Addendum for Annual Festival and Cultural Event Awards

**TDA Earned Revenue  
FY2016**

**Revenues**

<b>Date</b>	<b>Description</b>	<b>Amount</b>
8/24/2015	143ASHEVILLE CHAMBER OF	741.43
9/28/2015	143ASHEVILLE CHAMBER OF	1,658.95
10/22/2015	143ASHEVILLE CHAMBER OF	877.73
12/21/2015	143ASHEVILLE CHAMBER OF	804.17
1/25/2016	143ASHEVILLE CHAMBER OF	497.38
2/9/2016	Move revenue to correct acct	(4,579.66)
2/9/2016	Move revenue to correct acct	4,579.66
2/22/2016	143ASHEVILLE CHAMBER OF	382.52
2/22/2016	143ASHEVILLE CHAMBER OF - Simpleview	8,893.82
3/28/2016	143ASHEVILLE CHAMBER OF	728.01
3/28/2016	143ASHEVILLE CHAMBER OF - Simpleview	11,421.61
5/3/2016	TDA Deposit 5/3/2016	561.83
5/3/2016	TDA Deposit 5/3/2016 - Simpleview	7,041.96
5/17/2016	TDA Deposit 5/17/16 - Simpleview	7,592.60
5/19/2016	TDA Deposit 5/19/16	1,345.42
6/29/2016	TDA Deposit 6/29	647.53
6/29/2016	TDA Deposit 6/29 - Simpleview	7,684.56
	<b>REVENUES TOTAL</b>	<b>50,879.52</b>

**Expenses**

N/A		
	<b>EXPENSES TOTAL</b>	<b>-</b>

**NET REVENUE**

**50,879.52**

**TDA Earned Revenue  
FY2015**

**Revenues**

<b>Date</b>	<b>Description</b>	<b>Amount</b>
10/27/2014	143ASHEVILLE CHAMBER OF	920.48
11/21/2014	143ASHEVILLE CHAMBER OF	784.68
1/26/2015	143ASHEVILLE CHAMBER OF	1,305.80
2/20/2015	143ASHEVILLE CHAMBER OF	887.50
3/23/2015	143ASHEVILLE CHAMBER OF	485.98
5/21/2015	143ASHEVILLE CHAMBER OF	321.74
6/22/2015	143ASHEVILLE CHAMBER OF	539.41
6/30/2015	143ASHEVILLE CHAMBER OF	554.78
	<b>REVENUES TOTAL</b>	<b>5,800.37</b>

**Expenses**

N/A		
	<b>EXPENSES TOTAL</b>	<b>-</b>

**NET REVENUE** **5,800.37**



**Addendum - Future Events Payable  
Festival and Cultural Events Grant Awards**

Festival and Cultural Event awards are granted to awardees and the award amounts are transferred out of Earned Revenue expenses and into Future Events Payable. These awards are held in Future Events Payable and as the event occurs the award is subsequently paid out. This transfer from Earned Revenue Expense to Future Events Payable occurs so that the award can be accounted for in the fiscal year in which the award was made, while the grant payment can be made after the event occurs, which may be in a future fiscal year, as the awards are made based on the applicant proposals for the upcoming calendar year. For example, the FY17 awards are awarded in FY17, but the awards are made for events that occur sometime in calendar year 2018.

**FY17**

<b>Applicant</b>	<b>Event</b>	<b>Award</b>
ASAP (Appalachian Sustainable Agriculture Project)	Farm Tour	3,000
Asheville Area Arts Council	Asheville Art in the Park	3,000
Asheville Downtown Association	Independence Day Celebration	5,000
Asheville Music School	Asheville BARNAROO	5,000
Black Mountain College Museum + Arts Center	{Re}HAPPENING	3,000
Blue Ridge Pride Center	Blue Ridge Pride Festival	5,000
Friends of Connect Buncombe	Cycle to Farm @ Sandy Mush	2,000
Friends of Vance Birthplace	Appalachian Heritage Festival	1,500
LEAF Community Arts	LEAF Downtown AVL	5,000
Montford Neighborhood Association	Montford Music & Arts Festival	2,000
North Carolina Arboretum	Monarch Butterfly Day	3,000
Odyssey Community School	Asheville Percussion Festival	3,000
Southern Highland Craft Guild	Annual Craft Fair of the Southern Highland	5,000
YMI Cultural Center	The Goombay Festival	5,000
<b>TOTAL</b>		<b>50,500</b>

**FY18**

<b>Applicant</b>	<b>Event</b>	<b>Award</b>
ASAP (Appalachian Sustainable Agriculture Project)	Farm Tour	5,000
Asheville Design Center	Carolina Lane Street Festival	2,000
Asheville Downtown Association	Independence Day Celebration	5,000
Black Mountain College Museum + Arts Center	{Re}HAPPENING	3,000
Brother Wolf Animal Rescue	Asheville VeganFest	5,000
Eliada Home	Eliada Corn Maze	5,000
Montford Neighborhood Association	Montford Holiday Tours of Home	2,000
Montford Neighborhood Association	Montford Annual Neighborhood Festival	1,000
North Carolina Arboretum	Summer Lights	5,000
Odyssey Community School	Asheville Percussion Festival	5,000
RiverLink	RiverMusic & RiverFest	5,000
Southern Highland Craft Guild	Annual Craft Fair of the Southern Highland	5,000
WNC Green Building Council	CiderFest NC	3,500
<b>TOTAL</b>		<b>51,500</b>

**FY19**

<b>Applicant</b>	<b>Event</b>	<b>Award</b>
Asheville Contemporary Dance Theatre	Asheville Fringe Arts Festival	3,000
Asheville Downtown Association	Independence Day Celebration	5,000
Asheville Sustainable Agriculture Project	Farm Tour	5,000
Asheville Yoga Festival (Light a Path)	Asheville Yoga Festival	3,000
Black Mountain College Museum + Arts Center	{Re}HAPPENING	2,000
Blue Ridge Pride Center	Blue Ridge Pride Festival	5,000
Eliada Home	Eliada Corn Maze	5,000
Hola Community Arts	Hola Asheville	5,000
Leicester Studio Tour	Leicester Artists Studio Tour	1,000

Montford Neighborhood Association	Montford Holiday Tours of Home	1,000
Montford Neighborhood Association	Montford Annual Neighborhood Festival	3,000
Odyssey Community School	Asheville Percussion Festival	3,000
Southern Highland Craft Guild	Annual Craft Fair of the Southern Highland	5,000
Vance Birthplace	Appalachian Fold Festival	1,000
WNC Green Building Council	CiderFest NC	3,000
<b>TOTAL</b>		<b>50,000</b>

**FY20**

<b>Applicant</b>	<b>Event</b>	<b>Award</b>
Asheville Mardi Gras, Inc.	Mardi Gras Parade & Queen's Ball	1,000
Aorora Studio & Gallery, Inc.	Celebrate Zelda	500
Leicester Community Center	Come to Leicester Artists Studio Tour	1,000
Montford Neighborhood Association	Holiday Tour of Homes	1,000
Asheville Independent Restaurant Association (AIR)	Taste of Asheville	5,000
Appalachian Sustainable Agriculture Project	Farm Tour	5,000
Asheville Celtic Group	Asheville Celtic Festival	1,000
Asheville DT Association	Holiday Parade	5,000
Asheville DT Association	Independence Day	5,000
Asheville DT Association	Downtown After 5	5,000
Asheville Fringe Society	Asheville Fringe Arts Festival	5,000
Asheville Makers, Inc.	Asheville Mini Maker Faire	1,000
Black Mountain Chamber	Sourwood Festival	9,000
Black Mountain College + Art Center	{Re}HAPPENING & ReVIEWING BMC	3,000
Folk Heritage Committee	Shindig on the Green Mountain Dance & Folk Festival	8,000
Green Built Alliance	CiderFest NC	3,000
Hola Community Arts	Hola Asheville Celebration	7,000
LEAF Community Arts	LEAF Downtown	5,000
NC Arboretum Society	Winter Lights	10,000
Southern Highland Craft Guild	Southern Highland Craft Fair	5,000
Roots Foundation (Utopian Seed Project)	WNC Garlic Fest	1,000
<b>TOTAL</b>		<b>86,500</b>

## **Clarity on BCTDA's Financial Support of the 2020 Chow Chow Culinary Festival**

You may have heard that the Buncombe County Tourism Development Authority (BCTDA) voted on October 30 to support the second annual Chow Chow nonprofit culinary event with a sponsorship of \$100,000, using ExploreAsheville.com advertising revenue set aside for community events.

Chow Chow attracted national talent and recognition, hosted 3,200 attendees, stimulated \$2 million in local business spending, generated \$136,000 in local tax revenue, and provided a \$53,000 contribution to MANNA Food Bank. Chow Chow was enjoyed by locals (66%) as well as visitors. The event achieved an impressive \$1.3 million worth of earned coverage in national media outlets and an amazing 2.8 million social media impressions.

Approval of the \$100,000 sponsorship for 2020 Chow Chow was opposed by a member of the BCTDA board who raised legitimate questions. We commend this board member for exercising his oversight responsibility and we regret the lack of clarity in the preparation for the meeting and the explanations that were provided during the meeting.

We would like to take this opportunity to provide additional information, including the full report of event fund transactions for three years, which was requested following the meeting.

As a public entity, the BCTDA board of directors and staff take seriously our commitment to transparency and clarity (efforts praised last spring by Mountain Xpress). – [LINK TO https://mountainx.com/opinion/xpress-calls-for-greater-transparency-in-local-government/](https://mountainx.com/opinion/xpress-calls-for-greater-transparency-in-local-government/). And, as a reminder, we provide full information, including all financials, on the BCTDA website, AshevilleCVB.com [LIVE LINK], both in advance and following board meetings. We welcome community comments and questions.

## **Background on the Establishment of the Festival and Cultural Event Grant Program**

In March 2014, the BCTDA approved the integration of paid advertising on ExploreAsheville.com, which generated a source of revenue not subject to occupancy tax legislative mandates. This earned income has been allocated to the support and sustainability of local events, as a form of tourism development that also helps to sustain community culture.

At its inception, the Earned Revenue Fund was expected to generate about \$50,000 per year for community events. As shown below, revenue has exceeded those projections, enabling the funding of local festivals and cultural events at a higher level.

This revenue is reported on the monthly financial statements on the Balance Sheet and on the Income Statement.

## **Transitions in Accounting Systems**

Questions arose at the October BCTDA board meeting about accounting procedures for the Earned Revenue Fund, which is understandable, given that Explore Asheville has operated under three different accounting systems in the last four years. Annual audits have demonstrated rigor in financial practices and the accuracy of financial statements during these transitions.

- **FY 2014-15 through FY 2016-17:** The Asheville CVB was a department of the Asheville Area Chamber of Commerce and was under a combined Chamber/Buncombe County Finance accounting structure known as Lawson.
- **FY 2017-18 - from July 1, 2017 through March 31, 2018:** Explore Asheville became an independent entity on July 1, 2017 and functioned solely under Buncombe County Finance's Lawson accounting structure for the first nine months of the fiscal year.
- **FY 2017-18 - April 1, 2018 through June 30, 2018:** Buncombe County Finance switched from Lawson to a system called Workday mid-year on April 1, 2018, so the last three months of the fiscal year were under the new Workday accounting structure.
- **FY 2018-19 to present:** Full fiscal year budgets are administered using the Buncombe County Finance/Workday accounting structure.

The transitions from one accounting system to another, and then another, were reported to the board with explanations of challenges associated with these changes.

#### **An Overview of the Earned Income Fund's Actual Revenues and Expenditures**

The first page of the accounting document [LINK TO DOCUMENT] includes the following summary of the Fund's actual revenues and expenditures by fiscal year through FY 2018-19, followed by a line item detail by fiscal year.

<b>Explore Asheville Earned Revenue Summary</b>						
	<b>FY15 Actual</b>	<b>FY16 Actual</b>	<b>FY17 Actual</b>	<b>FY18 Actual</b>	<b>FY19 Actual</b>	<b>FY20 Budgeted</b>
<i>Budgeted Expenses</i>	-	-	50,000.00	115,000.00	250,000.00	175,000.00
<b>Beginning Fund Balance</b>	-	<b>5,800.37</b>	<b>56,679.89</b>	<b>153,174.71</b>	<b>191,196.27</b>	<b>176,222.53</b>
<i>Revenues</i>	5,800.37	50,879.52	157,708.26	145,521.56	192,504.26	167,000.00
<i>Expenses</i>	-	-	61,213.44	107,500.00	207,478.00	175,000.00
<i>Annual Net Revenue</i>	5,800.37	50,879.52	96,494.82	38,021.56	(14,973.74)	(8,000.00)
<b>Ending Fund Balance</b>	<b>5,800.37</b>	<b>56,679.89</b>	<b>153,174.71</b>	<b>191,196.27</b>	<b>176,222.53</b>	<b>168,222.53</b>

The \$176,223 highlighted balance in the summary represents FY 2018-19's ending balance for Explore Asheville's last fiscal year, closed June 30, 2019. The year-end financial statements will be presented with the audit at the November meeting of the BCTDA. The FY 20 column shows what was *budgeted* for fiscal year 2020.

The year-end financial statements have been audited and will be presented to the BCTDA at the November board meeting by Clifton Larson Allen LLP. These financial statements were not available when the vote in question took place. However, when compared to the ending balance arrived at in the summary above (\$176,223), the audited financial statements and summary matched exactly.

Based on this thorough review, and the summary numbers aligning with the audited financial statements, we are confident that the Earned Revenue Fund balance numbers are correct.

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY  
BALANCE SHEET - GOVERNMENTAL FUNDS  
JUNE 30, 2019**

	General Fund	Product Development Fund	Total
<b>Assets:</b>			
<b>Current assets:</b>			
Cash and investments	\$ 12,075,927	\$ 21,382,176	\$ 33,458,103
Receivables	3,521,179	1,168,780	4,689,959
<b>Total current assets</b>	<b>\$ 15,597,106</b>	<b>\$ 22,550,956</b>	<b>\$ 38,148,062</b>
<b>Liabilities:</b>			
<b>Current liabilities:</b>			
Accounts payable	\$ 5,396,509	\$ 665	\$ 5,397,174
Other current liabilities	471,620	-	471,620
Future events payable	72,200	-	72,200
<b>Total current liabilities</b>	<b>5,940,329</b>	<b>665</b>	<b>5,940,994</b>
<b>Fund Balances:</b>			
Restricted for stabilization by State statute	3,521,179	1,168,780	4,689,959
Restricted for product development fund	-	21,381,511	21,381,511
Committed for event support program	176,223	-	176,223
Assigned for management contingencies	2,871,819	-	2,871,819
Unassigned	3,087,556	-	3,087,556
<b>Total fund balances</b>	<b>9,656,777</b>	<b>22,550,291</b>	<b>32,207,068</b>
<b>Total liabilities and fund balances</b>	<b>\$ 15,597,106</b>	<b>\$ 22,550,956</b>	<b>\$ 38,148,062</b>

Based on the summary above, starting with the FY 2018-19 ending balance of \$176,223, add in the FY 2019-20 revenues, and fund balance allocation, less budgeted expenditures, a balance of \$168,223 in the Fund is anticipated.

This amount will, of course, be adjusted to account for the \$101,500 approved for Chow Chow and the Festivals and Cultural Events grants [link to <https://www.ashevillecvb.com/20-local-festivals-and-cultural-events-receive-funding-from-buncombe-county-tda/>] approved at the October 30 BCTDA meeting, bringing an anticipated undesignated balance in the Fund to \$66,723 at year-end.

### **An Open Invitation to Contact Us with Questions or Concerns**

As a public authority established for the public good, we take a great deal of pride in our work and our responsibility to the people of Buncombe County. The BCTDA was established to strengthen the local economy by attracting visitors who spend money at local businesses, creating jobs for residents, generating tax revenue that provides services, and funding facilities for the use and enjoyment of people in Buncombe County.

We invite you to reach out to us [link to <https://www.ashevillecvb.com/tourism-feedback-form/>] any time there are questions or further clarification is needed.

## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Friday, November 15, 2019 4:40 PM  
**To:** 'Gary Froeba'; Himanshu Karvir  
**Cc:** 'Jim Muth (jim.muth@muthmail.com)'  
**Subject:** RE: Post on Chow Chow

Ok. I'll see you all on Monday.

**From:** Gary Froeba <gfroeba@omnihotels.com>  
**Sent:** Friday, November 15, 2019 4:37 PM  
**To:** Stephanie Brown <sbrown@exploreasheville.com>; Himanshu Karvir <hkarvir@virtelle.com>  
**Cc:** 'Jim Muth (jim.muth@muthmail.com)' <jim.muth@muthmail.com>  
**Subject:** RE: Post on Chow Chow

Had a lengthy conversation with Joe. Let's touch base next week to discuss.

.....

**GARY B. FROEBA**  
Managing Director  
The Omni Grove Park Inn

828-252-2711  
[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)

Stay with Omni. Help end hunger in America. [SayGoodnightToHunger.com](http://SayGoodnightToHunger.com)

**From:** Stephanie Brown <sbrown@exploreasheville.com>  
**Sent:** Friday, November 15, 2019 4:18 PM  
**To:** Gary Froeba <gfroeba@omnihotels.com>; Himanshu Karvir <hkarvir@virtelle.com>  
**Cc:** 'Jim Muth (jim.muth@muthmail.com)' <jim.muth@muthmail.com>  
**Subject:** [EXTERNAL] FW: Post on Chow Chow

Hello,

We are posting this content to the AshevilleCVB.com website this afternoon. We will post it to our Facebook over the weekend.

Stephanie

## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Friday, November 15, 2019 10:52 PM  
**To:** Gary Froeba; Jim Muth - Beaufort House Inn (jim.muth@muthmail.com); Himanshu Karvir Holiday Inn Biltmore West (hkarvir@holidayinnbiltmore.com)  
**Subject:** Fwd: Tourism IS all about supporting locals and building community. (A response/rebuttal to Ami Worthen's editorial.)

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**From:** Stephanie Brown <sbrown@exploreasheville.com>  
**Sent:** Friday, November 15, 2019 10:46 PM  
**To:** Kathi Petersen  
**Cc:** Marla Tambellini; Pat Kappes  
**Subject:** Fwd: Tourism IS all about supporting locals and building community. (A response/rebuttal to Ami Worthen's editorial.)

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**From:** jeff Greiner <jeff.atap@gmail.com>  
**Sent:** Friday, November 15, 2019 10:26 PM  
**To:** Stephanie Brown  
**Subject:** Re: Tourism IS all about supporting locals and building community. (A response/rebuttal to Ami Worthen's editorial.)

Got a response from Katie Wadington that she will get it to Casey Blake to determine if it would be a Letter to the Editor or a longer op-ed. Try to have a relaxed weekend!!

Jeff Greiner  
Adventure Center of Asheville  
www.advavl.com  
Wildwater Adventures  
www.RaftandZip.com  
828-713-3475  
wjgreiner@aol.com

On Nov 15, 2019, at 9:15 PM, Stephanie Brown <sbrown@exploreasheville.com> wrote:

Wow. Thank you so much. Means the world that you acted.

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---

**From:** Jeff Greiner <wjgreiner@aol.com>

**Sent:** Friday, November 15, 2019 9:02:27 PM

**To:** Stephanie Brown <sbrown@exploreasheville.com>

**Subject:** Tourism IS all about supporting locals and building community. (A response/rebuttal to Ami Worthen's editorial.)

Submitted to the editor. I'm a little all over the place but it's hard to narrow down the huge positive impacts of tourism in Asheville.

Tourism IS all about supporting locals and building community. (A response/rebuttal to Ami Worthen's editorial.)

Wow! This idea put out by Ami Worthen is absolutely shocking to me, and I confronted the TDA before confronting the TDA was cool. (Evidently, based on a few vocal people, some are acting like it's cool now.) Full disclosure, I own a locals and tourists based business called Adventure Center of Asheville. My first visit to Asheville? I was a tourist on my honeymoon. What did we do on that visit over 30 years ago? We visited Biltmore Estate, walked downtown where we found little businesses open so we drove to Hickory to go shopping! We loved WNC though so we always wanted to get back here to live. In 1996 that dream became reality and while my wife taught in the local schools, I reached out to the Asheville CVB (Now Explore Asheville & TDA) to help me promote my business and meet other businesses I could partner with. That ultimately resulted in building the Adventure Center of Asheville. We are a proud member of the Asheville Community, serve thousands of families, youth, and adult groups from Asheville and, yes, thousands of tourists. Our business couldn't survive and serve the local community without them. We employ dozens of seasonal employees which are often students coming home from college for the summer, but we also employ a half dozen employees that are year round managers making a good living and buying homes in Asheville. Literally throwing away this



tremendous opportunity would be a punch in the gut for our community. Asheville is a tourism driven town. It's a great place to visit, work, live, and heaven forbid, make a living! I am part of a family with 3 children, 2 son in laws, 1 grandchild, and many employees that depend upon tourism to live in Asheville. My daughter (child of a tourism business owner) & son-in-law returned to Asheville to teach. My tourism company has donated over \$200,000 cash directly into the community for local non-profit organizations plus immeasurable donations of services to schools, churches, and causes. My son, working on his Eagle Scout project building a shelter at a local autism camp, plays sports on TC Roberson HS teams. I spend almost all my income on taxes, payroll, local contractors, supplies from local stores, and professional Business services here in Asheville. Tourism doesn't just impact tourist attractions and hotels. It supports our grocery stores, gas stations, doctors, realtors, car dealerships, pet groomers, favorite restaurants, lawyers, accountants, and almost any other business you can name. I've met many, many great visitors to Asheville that are regular, hard working adults and families that have saved all year just to be able to visit Asheville and share experiences and time with loved ones. Our tourists are not just "rich visitors" and Asheville's popularity is partly because there are ample opportunities for any demographic to visit here. Also, I AM, "building with each other" to keep Asheville a great place to visit, live, raise a family, work and give back to my community. I don't appreciate being thrown under the bus because we may need to tweak some things about how the region moves forward and saying it would be a "long and arduous process" may be true but implying we should just burn the book doesn't make sense either. (FYI- They recently made changes in an attempt to improve the process.) Finally, millions of dollars have gone to benefit our general community like soccer fields, The Nature Center, the River Arts District, and the Civic Center to name a few. Why would we just throw away those future opportunities? Seems most people I see not liking the system mainly don't like not having a way to gain access to that money for their own passion. Once they do there will be a whole new group of people that have their own better way to use it. And the beat goes on!!

Jeff Greiner

Adventure Center of Asheville

[www.advavl.com](http://www.advavl.com)

Wildwater Adventures

[www.RaftandZip.com](http://www.RaftandZip.com)

828-713-3475

wjgreiner@aol.com

## Stephanie Brown

---

**From:** Jim Muth <jim.muth@muthmail.com>  
**Sent:** Saturday, November 16, 2019 5:02 PM  
**To:** Gary Froeba; Himanshu Karvir; Kathi Petersen  
**Cc:** Stephanie Brown  
**Subject:** My (Draft) reply to Ami  
**Attachments:** Reply to Ami - Draft.docx

Hi Guys,  
This is a draft of a potential reply to Ami.

Feedback would be appreciated, especially editorial insight from Kathi.

Thanks

Jim

I support Ami Worthen's right to publish her recent "opinion" editorial on tourism and the TDA. I won't bother to challenge the factual inaccuracies here, since after all, this is an opinion piece, and not a piece based on fact.

In the dictionary, Opinion is defined as "a view or judgement on something, not necessarily based on fact or knowledge". Clearly the definition fits this article.

I know that with the busy lives we all lead, the average citizen is unaware of the many positive initiatives taking place at many levels of business and government in Asheville. My hope here is to provide a different perspective on the challenges we face, and the role of tourism.

I understand the narrative, popular in some circles, of blaming tourism and the TDA for a variety of social ills, some of which are part of the social fabric of every city. Hopefully, there would also be a recognition that tourism is a key economic driver for virtually every business in this town, and Asheville has been a tourism town for over a century.

Beyond hotels, restaurants, and microbreweries (and all the locals they employ), tourism support the work of artists, retail shops, IT consultants, Real Estate, plumbers, carpenters, electricians, landscapers, financial advisors, lawyers, bankers, massage therapist, acupuncturists, hairdressers, printers, marketing firms, psychologists,.....the list goes on.

Included in this list are many local writers, including Ami, who in the past has been paid by the ExploreAsheville to write articles promoting tourism in Asheville..

My main concern with this this article is that it denigrates the work of over 27,000 locals whose livelihood depend on tourism. These professionals work hard every day to create memorable personal experience, and a positive social and business image for Asheville. Visitors and potential businesses visit us from around the world and we are the envy of many. These workers are your friends and neighbors.

This article also discounts the \$44 Mil of spending on community projects the TDA has provided as well as the tens of thousands of dollars provided every ear to local charities by tourism businesses.

Tourism workers are you neighbors, and these entrepreneurial businesses are locally owned, including over 70% of the hotels

In her article, Ami laments that "the TDA is quick to rattle off numbers about revenue generated by tourism". This is true! These number could also be known as "facts" ....and "facts are stubborn things" (John Adams) .

In the past 11 years, in the wake of the great recession, Asheville has experienced explosive growth. At the same time, an increase in recreational travel has become a worldwide phenomenon.

As a result of these widespread social changes we do face real challenges in Asheville. But progress is being made every day on many fronts. The city has hired the Urban Land Institute to advise on urban planning. The TDA is in the midst of a yearlong community engagement process with PGAV consultants to build a sustainable tourism plan and consider revision to the occupancy tax. There are multiple new initiatives and funding sources for affordable housing, and several other optimistic initiatives are underway.

I believe If you asked a 1000 people what they wanted from Asheville in the future, the answers would be remarkably more similar than different.

The challenges we face will be better solved if we work together. And for better or worse everyone is doing what they believe is best. To scapegoat any segment of our community diminishes us all.

The desire to live in a place of acceptance and inclusion is what makes Asheville the special place that it is, however imperfect we live out that ethic at any time. Succumbing to tribalism could destroy the Asheville we want, rather than fix it.

I would like to conclude with recent comments by Barack Obama on the perils of the "call out culture", and being "politically woke"

*"I get a sense sometimes among some people....that the way to make change is to be as judgmental as possible about other people and that is enough. That is not activism, that is not bringing about change. If all you are doing is casting stones, you are probably not going to get that far."*

I believe that in Asheville, we can avoid the trap of tribalism, and work together....we can be better than this.....and in the end accomplish more.

## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Saturday, November 16, 2019 6:00 PM  
**To:** Jim Muth; Gary Froeba; Himanshu Karvir; Kathi Petersen  
**Subject:** Re: My (Draft) reply to Ami

Jim — I think you are brilliant. I do have one suggested tweak. Please call me whenever it is convenient. I'm available all weekend. THANK YOU. Stephanie

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**From:** Jim Muth <jim.muth@muthmail.com>  
**Sent:** Saturday, November 16, 2019 5:01 PM  
**To:** Gary Froeba; Himanshu Karvir; Kathi Petersen  
**Cc:** Stephanie Brown  
**Subject:** My (Draft) reply to Ami

Hi Guys,

This is a draft of a potential reply to Ami.

Feedback would be appreciated, especially editorial insight from Kathi.

Thanks

Jim

## Kathi Petersen

---

**From:** Kathi Petersen  
**Sent:** Sunday, November 17, 2019 11:50 AM  
**To:** Jim Muth; Gary Froeba; Himanshu Karvir  
**Cc:** Stephanie Brown  
**Subject:** RE: My (Draft) reply to Ami  
**Attachments:** Reply to Ami - Draft 2 kp.docx

Good morning. Jim, I think this is beautifully done. It has a good balance of “you have it wrong but I respect your right to have an opinion” and “let’s work together.”

My suggested changes are mostly grammatical with a couple of clarifications. I saw that Stephanie also had some suggested feedback and if you’d like for me to take a look again after her or others’ feedback is incorporated, I am happy to do so. I am going to be working most of today.

Note: Because this is an op-ed, it is not likely to publish until next Sunday, with a Wednesday 12 noon deadline. (Letters to the editor of no more than 250 words are published daily; guest editorials of about 750 words are mostly on Sunday.) \*\*You might want to email or leave a message for the opinion page editor, Casey Blake, to let her know it is forthcoming: 828-232-5841 or [cblake@citizentimes.com](mailto:cblake@citizentimes.com).

Due to the lag time between Ami’s editorial in today’s paper and anything you would submit, which would hopefully publish next Sunday, you also may want to consider using brief PARTS of it in a Facebook post or in response to her on the C-T website, but DO NOT publish all of it on either of those sites or anywhere else, because that will disqualify it from being published in the paper. Anything published in the paper cannot have been published previously elsewhere.

Once you are ready to submit, here’s the info: <https://www.citizen-times.com/story/opinion/2017/12/12/how-submit-op-ed-letter-editor/946173001/>. You will need to also submit your contact information (it will not be published) and a head shot and brief bio.

Thank you, as always, for your support.

Kathi

### **Kathi M. Petersen**

*Director of Public Information & Community Engagement*

## Explore **ASHEVILLE**

### **Explore Asheville Convention & Visitors Bureau**

27 College Place | Suite 200 | Asheville, NC 28801

P: 828.318.8960 | C: 828.712.1286

[kpetersen@ExploreAsheville.com](mailto:kpetersen@ExploreAsheville.com)

### **[ExploreAsheville.com](http://ExploreAsheville.com)**

*Correspondence to and from this email address is subject to the North Carolina Public Records Law and may be disclosed to third parties.*

---

**From:** Jim Muth <jim.muth@muthmail.com>

**Sent:** Saturday, November 16, 2019 5:02 PM

**To:** Gary Froeba <gfroeba@omnihotels.com>; Himanshu Karvir <hkarvir@virtelle.com>; Kathi Petersen <kpetersen@exploreasheville.com>

**Cc:** Stephanie Brown <sbrown@exploreasheville.com>

**Subject:** My (Draft) reply to Ami

Hi Guys,

This is a draft of a potential reply to Ami.

Feedback would be appreciated, especially editorial insight from Kathi.

Thanks

Jim

EDITORIAL BY JIM MUTH FOR ASHEVILLE CITIZEN TIMES

I support Ami Worthen's right to publish her recent "opinion" editorial on tourism and the Buncombe County Tourism Development Authority (November 17). TDA. I won't bother to challenge the factual inaccuracies hereit contains, since after all, this-it is an opinion piece, and not a piece based on fact.

In the dictionary, "Opinion" is defined as- "a view or judgement on something, not necessarily based on fact or knowledge.". Clearly the definition fits this-her article.

I know that with the busy lives we all lead, the average citizen is unaware of the many positive initiatives taking place at many levels of business and government in Asheville. My hope here is to provide a different perspective on the challenges we face, and the role of tourism.

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I understand the narrative, popular in some circles, of blaming tourism and the TDA for a variety of social ills, some of which are part of the social fabric of every city. Hopefully, there would also be a recognition that tourism is a key economic driver for virtually every business in this town, and Asheville has been a tourism town for over a century.

Beyond hotels, restaurants, and microbreweries (and all the locals they employ), tourism support the work of artists, retail shops, IT consultants, ~~-real estate~~, Real Estate, plumbers, carpenters, electricians, landscapers, financial advisors, lawyers, bankers, massage therapists, acupuncturists, hairdressers, printers, marketing firms, psychologists,.....the list goes on.

Included in this list are many local writers, including Ami, who in the past has been paid by the Explore Asheville Convention & Visitors Bureau to write articles promoting tourism in Asheville..

My main concern with ~~this~~ this-her article is that it denigrates the work of over 27,000 locals whose livelihood depend on tourism. These professionals work hard every day to create memorable personal experiences, and a positive social and business image for Asheville. Visitors and potential businesses visit us from around the world and we are the envy of many. These workers are your friends and neighbors.

~~This~~ Her article also discounts the \$44 Mil-million spent of ~~spending~~ on community projects the TDA has provided through the Tourism Product Development Fund, which comes from the occupancy tax paid by tourists, as well as the tens of thousands of dollars ~~provided~~ donated every year to local charities by tourism businesses.

Tourism workers are your neighbors, and these entrepreneurial businesses are locally owned, including ~~ever~~ more than 75% of ~~the~~ hotels in Buncombe County.



In her article, Ami laments that "the TDA is quick to rattle off numbers about revenue generated by tourism." This is true! These number could also be known as "facts"....and "facts are stubborn things" (John Adams)-.

In the past 11 years, in the wake of the great recession, Asheville has experienced explosive growth. At the same time, an increase in recreational travel has become a worldwide phenomenon.

As a result of these widespread social changes we do face real challenges in Asheville. But progress is being made every day on many fronts. -The city has hired the Urban Land Institute to advise on urban planning. The TDA is in the midst of a yearlong community engagement process ~~with PGAV consultants involving local business and civic leaders, as well as the City and County,~~ to build a sustainable tourism plan and consider revision to the occupancy tax. There are multiple new initiatives and funding sources for affordable housing, and several other optimistic initiatives are underway.

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I believe If you asked a-1,000 people what they wanted from Asheville in the future, the answers would be remarkably more similar than different.

The challenges we face will be better solved if we work together. And, for better or worse, everyone is doing what they believe is best. To scapegoat any segment of our community diminishes us all.

The desire to live in a place of acceptance and inclusion is what makes Asheville the special place that it is, however imperfect we live out that ethic at any time. Succumbing to tribalism could destroy the Asheville we want, rather than fix it.

I would like to conclude with recent comments by Barack Obama on the perils of the "call out culture," and being "politically woke":

*"I get a sense sometimes among some people....that the way to make change is to be as judgmental as possible about other people and that is enough. That is not activism, that is not bringing about change. If all you are doing is casting stones, you are probably not going to get that far."*

I believe that in Asheville, we can avoid the trap of tribalism, and work together. ~~We....~~we can be better than this....and in the end accomplish more.

Jim Muth is ....[up to a one-paragraph bio. I would suggest your professional background as well as TDA affiliation.]

## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Sunday, November 17, 2019 11:53 AM  
**To:** Kathi Petersen; Jim Muth; Gary Froeba; Himanshu Karvir  
**Subject:** Re: My (Draft) reply to Ami

Kathi — would you also suggest he ask them to put it up on the website ASAP?

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---

**From:** Kathi Petersen <kpetersen@exploreasheville.com>  
**Sent:** Sunday, November 17, 2019 11:50:29 AM  
**To:** Jim Muth <jim.muth@muthmail.com>; Gary Froeba <gfroeba@omnihotels.com>; Himanshu Karvir <hkarvir@virtelle.com>  
**Cc:** Stephanie Brown <sbrown@exploreasheville.com>  
**Subject:** RE: My (Draft) reply to Ami

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Thank you, as always, for your support.

Kathi

**Kathi M. Petersen**

*Director of Public Information & Community Engagement*

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Thanks

Jim

## Kathi Petersen

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**Sent:** Sunday, November 17, 2019 12:05 PM  
**To:** Stephanie Brown; Jim Muth  
**Cc:** Gary Froeba; Himanshu Karvir  
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Jim could pose this question to both Casey Blake (contact info below) AND to the executive editor Katie Wadington – 828-232-5829 – [kwadington@citizen-times.com](mailto:kwadington@citizen-times.com)

Kathi

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Kathi

**Kathi M. Petersen**

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Feedback would be appreciated, especially editorial insight from Kathi.

Thanks

Jim

## Kathi Petersen

---

**From:** Jim Muth <jim.muth@muthmail.com>  
**Sent:** Sunday, November 17, 2019 12:10 PM  
**To:** Kathi Petersen; Stephanie Brown  
**Cc:** Gary Froeba; Himanshu Karvir  
**Subject:** Re: My (Draft) reply to Ami

Kathi,  
Thanks so much for all theses detail. I would definitely appreciate any editorial help you can provide.

I would like to take another look at this piece and make a few edits myself.

I also posted a reply to Gordon Smith on FB ( ya gotta have some fun)

I am a bit tied up today with my "other job" so I will do what I can to get this done in the next 24 hours.

Thanks  
Jim

---

**From:** Kathi Petersen <kpetersen@exploreasheville.com>  
**Date:** Sunday, November 17, 2019 at 12:04 PM  
**To:** Stephanie Brown <sbrown@exploreasheville.com>, "jim.muth@muthmail.com" <jim.muth@muthmail.com>  
**Cc:** "Gary (gfroeba@omnihotels.com)" <gfroeba@omnihotels.com>, Himanshu Karvir <hkarvir@virtelle.com>  
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Kathi

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## Kathi Petersen

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**Sent:** Sunday, November 17, 2019 12:11 PM  
**To:** Stephanie Brown; Jim Muth; Gary Froeba; Himanshu Karvir  
**Subject:** RE: My (Draft) reply to Ami

Also – I don't know if you saw this letter to the editor in today's paper, on the page before Ami's editorial.

Kathi

### City shouldn't tinker with tourism

I think it is interesting that the City of Asheville is inserting themselves into the booming tourism industry and I wonder if they have thought about some unintended consequences of their one year moratorium on hotel construction. It begs some questions: What are their qualifications? Has this been done successfully anywhere else?

I think capitalism, free markets and the economic laws of supply and demand often create guard rails in our economy naturally. Anytime government seeks to influence we often get peculiar policies like paying farmers not to plant a crop. Maybe, the Asheville city council is just over-thinking and oversolving the situation. Here is my list of unintended consequences;

- 1 Infill? It seems like just a couple years ago we wanted to reduce the footprint of the Asheville-Metro area and stop urban sprawl.
- 2 Most of the downtown hotels feature mixed-use buildings with condos, apartments, retail, public parking, and restaurants. That seems to be smartgrowth with diversity.
- 3 Should the Asheville Airport scrap its plan to expand to meet the demand?
- 4 Doesn't the additional property taxes and sales taxes benefit all residents? It seems like this policy implies that Asheville doesn't need more tax revenue.

Maybe the markets will correct things naturally. Also, tourism is a unique industry as it builds community, it is a clean industry that builds beautiful buildings, and they are open to the public. Hotels are not monuments to exclusivity so everyone can enjoy the benefits. Please be careful when tinkering in larger economic forces.

*Terry Bemis, Asheville*

---

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Jim

## Jonna Sampson

---

**From:** Jonna Sampson  
**Sent:** Monday, November 18, 2019 7:19 AM  
**To:** Jonna Sampson  
**Cc:** Stephanie Brown; Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Jennifer Kass-Green; Kathi Petersen  
**Subject:** BCTDA 11.20.19 Board Meeting Agenda  
**Attachments:** BCTDA Agenda 11.20.19.pdf

Greetings:

Attached please find the agenda for the Buncombe County Tourism Development Authority's, a Public Authority and a Nonprofit Corporation, joint regular board meeting scheduled **Wednesday, November 20, 2019, at 9:00 a.m.**, in the Board Room of the Explore Asheville Convention & Visitors Bureau, located at 27 College Place in Asheville.

Please e-mail me at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com) with any questions.

Thank you,

--Jonna

Distribution: BCTDA Board, BCTDA Agenda Recipients (Kit Cramer, Sarah Terwilliger, Lamar Joyner, Sam Powers, Demp Bradford, Jane Anderson, Lew Bleiweis, Tina Kinsey, Chris Corl, Michael Hickerson, Maria Pilos, Patrick Conant, Timothy Sadler, David Nutter, John Ellis, Stephanie Monson Dahl, Dana Frankel, John Beatty, Grant Millin, Don Warn, Joe Phelps, Sabrina Rockoff, Joey Robison, Sarah Kilgore, Ashley Keetle, Sharon Tabor, Jim Muth), Gaby Miller, Chris Kessler

**Jonna Sampson**  
*Executive Operations Manager*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**

27 College Place, Suite 200 | Asheville, NC 28801

P: 828.258.6111

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

Wednesday, November 20, 2019 | 9:00 a.m.  
Explore Asheville Convention & Visitors Bureau | 27 College Place | Board Room (1<sup>st</sup> Floor)

**Agenda**

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Gary Froeba
9:05 a.m.	Approval of 10.30.19 Meeting Minutes	Gary Froeba
9:10 a.m.	Financial Reports a. October 2019 Financial Reports b. Final June 2019 Financial Reports c. FY 2018-19 Audit Presentation d. Update on Hill House Penalty Waiver Request	Don Warn Don Warn Gaby Miller, CliftonLarsonAllen LLP Stephanie Brown
9:30 a.m.	President's Report a. BCTDA Annual Holiday Party b. BCTDA FY 2020-21 Meeting Schedule c. CVB Staff Recap d. Destination Dashboard e. Quick List f. Other Updates	Stephanie Brown
9:40 a.m.	Consideration to Cancel December Board Meeting	Stephanie Brown
9:45 a.m.	Recent TPDF Project Openings	Pat Kappes
9:50 a.m.	Group Sales & Services Report	Dianna Pierce
10:00 a.m.	Marketing Update a. Content Updates b. Public Relations c. Holiday Marketing	Marla Tambellini
10:40 a.m.	Asheville City Council Update	Councilwoman Julie Mayfield
10:45 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
10:50 a.m.	Miscellaneous Business	Gary Froeba
10:55 a.m.	Comments from the General Public	Gary Froeba
11:00 a.m.	Adjournment	Gary Froeba

The next joint BCTDA meeting is on **Wednesday, December 18, 2019**, at 9:00 a.m., in the Board Room of the Explore Asheville Convention & Visitors Bureau. Please contact Jonna Sampson at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com) or 828.258.6111 with any questions.

**Save the Date!**

Tuesday, December 10 ~ 4:30 – 6:30 p.m. ~ Explore Asheville Holiday Party ~ Renaissance Asheville Hotel

**Jonna Sampson**

---

**From:** John McKibbon <johnm@mckibbon.com>  
**Sent:** Monday, November 18, 2019 7:19 AM  
**To:** Jonna Sampson  
**Subject:** Automatic reply: BCTDA 11.20.19 Board Meeting Agenda

Hello, I'm not available this week.

Thanks,

John

## Jonna Sampson

---

**From:** John McKibbon <johnm@mckibbon.com>  
**Sent:** Monday, November 18, 2019 7:31 AM  
**To:** Jonna Sampson  
**Subject:** Re: BCTDA 11.20.19 Board Meeting Agenda

I want be there but I feel we should discuss the opinion piece and list the mid-information.

John McKibbon

On Nov 18, 2019, at 7:19 AM, Jonna Sampson <jsampson@exploreasheville.com> wrote:

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**Jonna Sampson**  
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<image001.png>

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<BCTDA Agenda 11.20.19.pdf>



## Kathi Petersen

---

**From:** Stephanie Brown  
**Sent:** Monday, November 18, 2019 10:32 AM  
**To:** Gary Froeba  
**Cc:** Kathi Petersen  
**Subject:** FW: V2 - Editorial Response  
**Attachments:** Editorial Response - v2.docx

Hi Gary,

A draft editorial is attached. Kathi is also reaching out to CT to ask them about multiple submissions.

Please respond with any direction you have, or let me know if you would rather have a conversation by phone.

Thanks,  
Stephanie

---

**From:** Kathi Petersen <kpetersen@exploreasheville.com>  
**Sent:** Monday, November 18, 2019 10:29 AM  
**To:** Stephanie Brown <sbrown@exploreasheville.com>  
**Subject:** V2 - Editorial Response

**Kathi M. Petersen**  
*Director of Public Information & Community Engagement*

**Explore ASHEVILLE**  
**Explore Asheville Convention & Visitors Bureau**  
27 College Place | Suite 200 | Asheville, NC 28801  
P: 828.318.8960 | C: 828.712.1286  
[kpetersen@ExploreAsheville.com](mailto:kpetersen@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

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## Editorial Response – v2

There's been much to celebrate in our community in recent weeks, which the *Citizen Times* has covered in its pages.

- The Asheville Art Museum reopened with great fanfare; a nonprofit, state-of-the-art, downtown landmark and the culmination of a dream to create the Southeast's premier art museum.
- The Center for Craft, the country's leading nonprofit organization that identifies and convenes craft makers, curators and researchers, launched its National Craft Innovation Hub, a gateway to the other cultural assets found downtown within a few short blocks of one another.
- Across town, the Bob Lewis Ballpark run by the nonprofit Enka Youth Sports Organization completed installation of an extensive new lighting system for its seven ballfields – part of the Enka Recreation Destination, which will connect existing greenways and include the Enka Heritage Trail.
- An eclectic variety of successful local festivals and cultural events took place, including the Blue Ridge Pride Festival, the Appalachian Folk Festival, the Eliada Corn Maze, CiderFest NC, the Craft Fair of the Southern Highlands, and the inaugural Chow Chow culinary festival.

What do all of these cultural projects, events, facilities, infrastructure, and attractions have in common? They are meant to be enjoyed by local residents as well as visitors.

And, along with dozens of other entities, have received financial support in the millions of dollars from the Buncombe County Tourism Development Authority.

This support has come either from grants through the Tourism Product Development Fund (TPDF) or from the TDA's festivals, cultural events, and major events sponsorship program.

Seeing coverage about these projects and events in the *Citizen Times* made it all the more ironic to also read a recent editorial by Ami Worthen in the paper on November 17. In that piece, Ms. Worthen accused the BCTDA of being an institution that "does more harm than good," saying "our community would be better off without it."

Tell that to folks associated with the 39 community projects and organizations that have received a total of \$44 million from the TPDF paid with revenue that came exclusively from the occupancy taxes paid by visitors – not by local residents, not by local government. Until establishment of the Dogwood Trust, the TPDF was the largest source of funding for these types of projects in Western North Carolina.

Explain it to the thousands of attendees at the dozens of festivals and cultural events that have received sponsorship dollars from the BCTDA, funded exclusively by earned revenue from paid advertising on the ExploreAsheville.com website – not by local residents, not by local government.

Ask the 27,000 local people whose jobs depend on tourism – your neighbors and mine – the value of the BCTDA, a public authority created for the public good to strengthen the local economy, creating jobs, generating tax revenue, and funding facilities and infrastructure.

Or talk to the 1,200 local businesses – mostly small, independent ventures – about how they'd feel if the marketing they get at no cost to them, at no cost to local residents, at no cost to local government, were to end. And whether they could survive on the patronage of local residents alone.

To put it more personally, look at your own budget as a local resident and factor in what your family would have to give up in order to pay the additional \$1,800 in local taxes that would be needed to cover the deficit left by visitors no longer here to spend money at local businesses, generating state and local sales taxes to pay for services you depend on.

Think about your favorite local restaurants, breweries, attractions, outfitters, and other independent businesses. Decide which ones you want to see go out of business. Is it a comedy tour bus? A music venue? A gift shop, gallery, river-tubing business, coffee shop? And which festivals and cultural events that you and your family love to attend will cease to exist?

The BCTDA brings customers to local businesses at no charge to them or to local taxpayers. Our creative community of artists, crafters, musicians (including Ms. Worthen herself) have all benefited from visitors who come to enjoy what we get to enjoy every day.

Abolish the TDA, as Ms. Worthen suggests, and there are consequences that she fails to acknowledge.

Instead, we invite you to join us in supporting the Tourism Management & Investment Plan (TMIP), the community engagement process announced by the BCTDA more than a year ago to better manage tourism and consider revisions to the occupancy tax. The goal is to plan investments for the next decade, while maintaining the character and integrity of the region.

Let's work together to manage tourism in a manner that sustains and enhances quality of life in Buncombe County.

## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Monday, November 18, 2019 11:09 AM  
**To:** Gary Froeba  
**Cc:** Kathi Petersen  
**Subject:** RE: V2 - Editorial Response

We usually pay a few hundred dollars for website pieces. She wrote two. I don't think that point helps us.

The \$1,800 is from the economic impact study. I have a thought about how to refine that point.

**From:** Gary Froeba <gfroeba@omnihotels.com>  
**Sent:** Monday, November 18, 2019 11:08 AM  
**To:** Stephanie Brown <sbrown@exploreasheville.com>  
**Cc:** Kathi Petersen <kpetersen@exploreasheville.com>  
**Subject:** RE: V2 - Editorial Response

Thanks. Great job.

How much has EA paid Ms. Worthen for her writing? I think it worthy to mention again that she too has been a recipient of TDA funding which makes her seem rather hypocritical.  
How did you quantify the \$1,800 in additional taxes to cover the deficit? Someone will likely want to challenge that.

### **GARY B. FROEBA**

Managing Director  
The Omni Grove Park Inn

828-252-2711  
[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)

Stay with Omni. Help end hunger in America. [SayGoodnightToHunger.com](http://SayGoodnightToHunger.com)

**From:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>  
**Sent:** Monday, November 18, 2019 10:32 AM  
**To:** Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>  
**Cc:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>  
**Subject:** [EXTERNAL] FW: V2 - Editorial Response

Hi Gary,

A draft editorial is attached. Kathi is also reaching out to CT to ask them about multiple submissions.

Please respond with any direction you have, or let me know if you would rather have a conversation by phone.

Thanks,  
Stephanie

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**Kathi M. Petersen**

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## Kathi Petersen

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**Sent:** Monday, November 18, 2019 11:15 AM  
**To:** Stephanie Brown  
**Cc:** Kathi Petersen  
**Subject:** RE: V2 - Editorial Response

Maybe not the amount but the point does.

.....

### **GARY B. FROEBA**

Managing Director  
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Thanks,  
Stephanie

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*Director of Public Information & Community Engagement*

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## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Monday, November 18, 2019 11:25 AM  
**To:** Andrew Celwyn; Chip Craig (chip@greybeardrealty.com); Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir (hkarvir@holidayinnbiltmore.com); James Poole; Joe Belcher (joe.belcher@buncombecounty.org); John Lockett (john.lockett@kesslercollection.com); John McKibbon (johnm@mckibbon.com); Jonna Sampson; Julie Mayfield (juliemayfield@avlcouncil.com); Leah Ashburn; Stephanie Brown; Tom Ruff (truff@biltmore.com)  
**Cc:** Glenn Cox; Kathi Petersen; Marla Tambellini; Jonna Sampson (jsampson@Exploreasheville.com); Pat Kappes; Dianna Pierce; Jennifer Kass-Green  
**Subject:** BCTDA: 11.20.19 Board Meeting Materials  
**Attachments:** BCTDA Agenda 11.20.19.pdf; 11.20.19 BCTDA Mtg Attachments SINGLE PDF.pdf; 11.20.19 BCTDA Mtg Attachments PORTFOLIO.pdf

Good Morning BCTDA board members,

It has been a short and very active few weeks since our last meeting. Please read the board packet for the details of our work this month to attract customers for local businesses. It has also been a month of celebration as three monumental projects supported by the BCTDA have opened. You will get an update on those projects at the meeting.

Articles can be found here:

<https://www.dropbox.com/sh/hihI4dddo1jzu2/AACYEiNAIgnGINFjqhknESUBa?dl=0>

Following the last meeting, Andrew requested documentation of three years of transactions in the Earned Income fund. We provided that information and also posted it to our website to provide public access to the information <https://www.ashevillecvb.com/clarity-on-bctdas-financial-support-of-the-2020-chow-chow-culinary-festival/>. While we were preparing the information requested, this opinion piece was submitted to the Citizen Times <https://www.citizen-times.com/story/opinion/2019/11/10/chow-chow-funding-process-buncombe-tda-lacked-transparency-opinion/2524035001/>.

I regret that I did not provide more clarity prior to the meeting and that my responses during the meeting were insufficient. We strive for complete transparency and excellent meeting preparation and fell short this time with the multiple demands on our time.

You may have also seen an opinion piece by Ami Worthen that appeared online last week and in print on Sunday <https://www.citizen-times.com/story/opinion/2019/11/15/buncombe-tda-tourism-asheville-community-opinion-ami-worthen-growth/4196180002/>. Responses have been prepared by several people who wish to speak up in support of the BCTDA and the investment to attract money into the community to support local businesses, generate taxes and provide jobs.

Please join us, if you can, for our Partner Forum tomorrow morning. Doors open at 8:00, program starts at 8:20. We are expecting 85 partners to attend. Also, mark your calendar for the Holiday Party on December 10, sponsored by US Foods and hosted by the Renaissance Hotel.

See you soon,  
Stephanie



**Stephanie Pace Brown**  
*President & CEO*

## **Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**

27 College Place | Asheville, NC 28801

P: 828.258.6104

[sbrown@ExploreAsheville.com](mailto:sbrown@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

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

Wednesday, November 20, 2019 | 9:00 a.m.  
Explore Asheville Convention & Visitors Bureau | 27 College Place | Board Room (1<sup>st</sup> Floor)

**Agenda**

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Gary Froeba
9:05 a.m.	Approval of 10.30.19 Meeting Minutes	Gary Froeba
9:10 a.m.	Financial Reports	
	a. October 2019 Financial Reports	Don Warn
	b. Final June 2019 Financial Reports	Don Warn
	c. FY 2018-19 Audit Presentation	Gaby Miller, CliftonLarsonAllen LLP
	d. Update on Hill House Penalty Waiver Request	Stephanie Brown
9:30 a.m.	President's Report	Stephanie Brown
	a. BCTDA Annual Holiday Party	
	b. BCTDA FY 2020-21 Meeting Schedule	
	c. CVB Staff Recap	
	d. Destination Dashboard	
	e. Quick List	
	f. Other Updates	
9:40 a.m.	Consideration to Cancel December Board Meeting	Stephanie Brown
9:45 a.m.	Recent TPDF Project Openings	Pat Kappes
9:50 a.m.	Group Sales & Services Report	Dianna Pierce
10:00 a.m.	Marketing Update	Marla Tambellini
	a. Content Updates	
	b. Public Relations	
	c. Holiday Marketing	
10:40 a.m.	Asheville City Council Update	Councilwoman Julie Mayfield
10:45 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
10:50 a.m.	Miscellaneous Business	Gary Froeba
10:55 a.m.	Comments from the General Public	Gary Froeba
11:00 a.m.	Adjournment	Gary Froeba

The next joint BCTDA meeting is on **Wednesday, December 18, 2019**, at 9:00 a.m., in the Board Room of the Explore Asheville Convention & Visitors Bureau. Please contact Jonna Sampson at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com) or 828.258.6111 with any questions.

**Save the Date!**

Tuesday, December 10 ~ 4:30 – 6:30 p.m. ~ Explore Asheville Holiday Party ~ Renaissance Asheville Hotel

## Stephanie Brown

---

**From:** Tom Ruff <Truff@biltmore.com>  
**Sent:** Monday, November 18, 2019 11:31 AM  
**To:** Stephanie Brown  
**Subject:** RE: that phone call

Sure. Call me then.

**From:** Stephanie Brown [mailto:sbrown@exploreasheville.com]  
**Sent:** Monday, November 18, 2019 11:26 AM  
**To:** Tom Ruff <Truff@biltmore.com>  
**Subject:** that phone call

Hi Tom,

I'm available between 12:30 and 2 for a phone call. Does that work for you?

I'd like to touch base about the discussion at the hotel association meeting.

Thanks,  
Stephanie

**Stephanie Pace Brown**  
*President & CEO*

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## Jonna Sampson

---

**From:** Jonna Sampson  
**Sent:** Monday, November 18, 2019 11:51 AM  
**To:** Joe Belcher (joe.belcher@buncombecounty.org)  
**Subject:** RE: Please RSVP for the 11.20.19 BCTDA meeting

Hi Joe – following up. Are you planning to attend Wednesday's BCTDA meeting, please? Thanks!

**From:** Jonna Sampson <[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)>  
**Sent:** Monday, November 11, 2019 9:15 AM  
**To:** Jonna Sampson <[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)>  
**Cc:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>  
**Subject:** Please RSVP for the 11.20.19 BCTDA meeting

Greetings!

The next BCTDA meeting will be held on Wednesday, November 20, 2019, at 9:00 a.m., in the Board Room of the Explore Asheville Convention & Visitors Bureau, located at 27 College Place.

Please reply to let me know if you are planning to attend. Thanks in advance for your response!

--Jonna

Sent to: BCTDA Board, Kit Cramer, Don Warn, Ashley Keetle, Sabrina Rockoff

**Jonna Sampson**  
*Executive Operations Manager*

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## Jonna Sampson

---

**From:** Jonna Sampson  
**Sent:** Monday, November 18, 2019 11:53 AM  
**To:** Himanshu Karvir (hkarvir@virtelle.com)  
**Subject:** RE: Please RSVP for the 11.20.19 BCTDA meeting

Hi Himanshu! Hope you're having a good day so far. Wanted to let you know I'm counting you in as attending for Wednesday. If for any reason you won't be here, please reply to let me know. Thanks!!

**From:** Jonna Sampson <jsampson@exploreasheville.com>  
**Sent:** Monday, November 11, 2019 9:15 AM  
**To:** Jonna Sampson <jsampson@exploreasheville.com>  
**Cc:** Stephanie Brown <sbrown@exploreasheville.com>  
**Subject:** Please RSVP for the 11.20.19 BCTDA meeting

Greetings!

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--Jonna

Sent to: BCTDA Board, Kit Cramer, Don Warn, Ashley Keetle, Sabrina Rockoff

**Jonna Sampson**  
*Executive Operations Manager*

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## Kathi Petersen

---

**From:** Jim Muth <jim.muth@muthmail.com>  
**Sent:** Monday, November 18, 2019 12:06 PM  
**To:** Kathi Petersen; Stephanie Brown; Gary Froeba; Himanshu Karvir  
**Subject:** (Draft) reply to Ami - Version 2  
**Attachments:** Reply to Ami - Draft v2.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi Al,

Attached is a revised copy of the Op-ed reply. After some suggestions from my "advisors" I have punched up the TDA part of it.

I think that Ami's piece took on the TDA more than tourism in general, so I tried to address that point more clearly. It is about 800 words and may need to be reduced to 750 for the newspaper.

See you soon  
Jim.

---

**From:** Kathi Petersen <kpetersen@exploreasheville.com>  
**Date:** Sunday, November 17, 2019 at 12:11 PM  
**To:** Stephanie Brown <sbrown@exploreasheville.com>, "jim.muth@muthmail.com" <jim.muth@muthmail.com>, "Gary (gfroeba@omnihotels.com)" <gfroeba@omnihotels.com>, Himanshu Karvir <hkarvir@virtelle.com>  
**Subject:** RE: My (Draft) reply to Ami

Also – I don't know if you saw this letter to the editor in today's paper, on the page before Ami's editorial.

Kathi

### City shouldn't tinker with tourism

I think it is interesting that the City of Asheville is inserting themselves into the booming tourism industry and I wonder if they have thought about some unintended consequences of their one year moratorium on hotel construction. It begs some questions: What are their qualifications? Has this been done successfully anywhere else?

I think capitalism, free markets and the economic laws of supply and demand often create guard rails in our economy naturally. Anytime government seeks to influence we often get peculiar policies like paying farmers not to plant a crop. Maybe, the Asheville city council is just over-thinking and oversolving the situation. Here is my list of unintended consequences;

1 Infill? It seems like just a couple years ago we wanted to reduce the footprint of the Asheville-Metro area and stop urban sprawl.

2 Most of the downtown hotels feature mixed-use buildings with condos, apartments, retail, public parking, and restaurants. That seems to be smartgrowth with diversity.

3 Should the Asheville Airport scrap its plan to expand to meet the demand?

4 Doesn't the additional property taxes and sales taxes benefit all residents? It seems like this policy implies that Asheville doesn't need more tax revenue.

Maybe the markets will correct things naturally. Also, tourism is a unique industry as it builds community, it is a clean industry that builds beautiful buildings, and they are open to the public. Hotels are not monuments to exclusivity so everyone can enjoy the benefits. Please be careful when tinkering in larger economic forces.

*Terry Bemis, Asheville*

---

**From:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Sent:** Sunday, November 17, 2019 11:53 AM

**To:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>; Jim Muth <[jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)>; Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>; Himanshu Karvir <[hkarvir@virtelle.com](mailto:hkarvir@virtelle.com)>

**Subject:** Re: My (Draft) reply to Ami

Kathi — would you also suggest he ask them to put it up on the website ASAP?

Get [Outlook for iOS](#)

---

**From:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>

**Sent:** Sunday, November 17, 2019 11:50:29 AM

**To:** Jim Muth <[jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)>; Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>; Himanshu Karvir <[hkarvir@virtelle.com](mailto:hkarvir@virtelle.com)>

**Cc:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Subject:** RE: My (Draft) reply to Ami

Good morning. Jim, I think this is beautifully done. It has a good balance of "you have it wrong but I respect your right to have an opinion" and "let's work together."

My suggested changes are mostly grammatical with a couple of clarifications. I saw that Stephanie also had some suggested feedback and if you'd like for me to take a look again after her or others' feedback is incorporated, I am happy to do so. I am going to be working most of today.

Note: Because this is an op-ed, it is not likely to publish until next Sunday, with a Wednesday 12 noon deadline. (Letters to the editor of no more than 250 words are published daily; guest editorials of about 750 words are mostly on Sunday.) \*\*You might want to email or leave a message for the opinion page editor, Casey Blake, to let her know it is forthcoming: 828-232-5841 or [cblake@citizentimes.com](mailto:cblake@citizentimes.com).

Due to the lag time between Ami's editorial in today's paper and anything you would submit, which would hopefully publish next Sunday, you also may want to consider using brief PARTS of it in a Facebook post or in response to her on the C-T website, but DO NOT publish all of it on either of those sites or anywhere else, because that will disqualify it from being published in the paper. Anything published in the paper cannot have been published previously elsewhere.

Once you are ready to submit, here's the info: <https://www.citizen-times.com/story/opinion/2017/12/12/how-submit-op-ed-letter-editor/946173001/>. You will need to also submit your contact information (it will not be published) and a head shot and brief bio.

Thank you, as always, for your support.

Kathi

**Kathi M. Petersen**

*Director of Public Information & Community Engagement*

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**From:** Jim Muth <[jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)>

**Sent:** Saturday, November 16, 2019 5:02 PM

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**Cc:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Subject:** My (Draft) reply to Ami

Hi Guys,

This is a draft of a potential reply to Ami.

Feedback would be appreciated, especially editorial insight from Kathi.

Thanks

Jim



## A perspective on Tourism, and the role of the TDA

I would like to provide a counter point to Ami Worthen's recent opinion editorial on tourism and the TDA. I won't bother to challenge the many factual inaccuracies here, since an opinion piece is, as defined by the dictionary, a "judgement on something, not necessarily based on fact or knowledge". Clearly the definition fits this article.

I understand the narrative, popular in some circles, of blaming tourism and the TDA for a variety of social ills, some of which are part of the social fabric of every growing city. However, Asheville's rapid growth is a product of multiple geographic, social and demographic factors, only one of which is tourism.

My hope here is to provide a different perspective on the TDA and tourism, and build a great willingness to have us work together on solutions.

Asheville has been a tourism destination for over a century. In 1983 hoteliers formed the TDA and to voluntarily collecting the occupancy tax from their visitors and help grow the economy. This has helped local businesses of all kinds, grow and weather multiple economic downturns over the past 35 year. Now over 1250 businesses and 27,000 local workers are part of this hospitality partnership. And we acknowledge that the growth of tourism has produced both benefits and challenges.

Tourism is a key economic driver for our economy. Beyond hotels, restaurants, and microbreweries (and the locals they employ), tourism support the work of artists, retail shops, I.T., Real Estate, plumbers, carpenters, electricians, financial advisors, lawyers, bankers, massage therapist, hairdressers, printers, marketing firms.....the list goes on.

Included in this list are many local writers, including Ami, who in the past has been paid by the ExploreAsheville.com to write articles promoting tourism in Asheville.

Most of the small business here do not have the resources to market themselves beyond a local customer base. They could not survive on their own without the resources, expertise and free training provided by the TDA / CVB to help bring them customers.

I believe Ami's article demonstrates a naivete about destination management, economic development and what is require for a business to survive in a competitive economy. Over 27,000 locals depend on tourism for their livelihood. These professionals work hard every day to create memorable personal experience, and a positive business image for Asheville. Visitors and potential businesses alike visit us from around the world. These entrepreneurs are your friends and neighbors, and need the free support that the TDA and CVB provide.

This article also fails to acknowledge the \$44 Mil of spending the TDA has provided for community development projects, as well as hundreds of thousands of dollars provided to local charities by successful tourism businesses.

In her article, Ami laments that “the TDA is quick to rattle off numbers about revenue generated by tourism”. This is true! These number could also be known as “facts”....and “facts are stubborn things” (John Adams) .

I know that with the busy lives we all lead, the average citizen is unaware of the many positive initiatives taking place at many levels of business and government in Asheville. The city has hired the Urban Land Institute to advise on urban planning. There are multiple new initiatives and funding sources for affordable housing. The county has new programs to address childhood education, aging and many other issues.

The TDA is in the midst of a yearlong community engagement process with PGAV consultants ( CVB/TMIP) to build a sustainable tourism plan and consider adding flexibility to the occupancy tax.

I believe If you asked a 1000 people what they wanted from Asheville in the future, the answers would be remarkably more similar than different.

The challenges we face will be better solved if we work together. And for better or worse everyone is doing what they believe is best. To scapegoat any segment of our community diminishes us all.

The desire of everyone to live in a place of acceptance and inclusion is what makes Asheville special, however imperfectly we live out that ethic at any time. Succumbing to tribalism will diminish the Asheville we want, rather than fix it.

A recent quote by Barack Obama highlights the perils of the “call out culture”, and of being “politically woke”

*“I get a sense sometimes among some people....that the way to make change is to be as judgmental as possible about other people and that is enough. That is not activism, that is not bringing about change. If all you are doing is casting stones, you are probably not going to get that far.”*

I believe that in a community the size of Asheville, we can get far, if we avoid the trap of tribalism, and work together....we can be better than this.....and in the end accomplish more.

## **Jonna Sampson**

---

**From:** Himanshu Karvir <hkarvir@virtelle.com>  
**Sent:** Monday, November 18, 2019 3:35 PM  
**To:** Jonna Sampson  
**Subject:** Re: Please RSVP for the 11.20.19 BCTDA meeting

I'll be there.

Himanshu Karvir

On Nov 18, 2019, at 11:52 AM, Jonna Sampson <jsampson@exploreasheville.com> wrote:

Hi Himanshu! Hope you're having a good day so far. Wanted to let you know I'm counting you in as attending for Wednesday. If for any reason you won't be here, please reply to let me know. Thanks!!

**From:** Jonna Sampson <jsampson@exploreasheville.com>  
**Sent:** Monday, November 11, 2019 9:15 AM  
**To:** Jonna Sampson <jsampson@exploreasheville.com>  
**Cc:** Stephanie Brown <sbrown@exploreasheville.com>  
**Subject:** Please RSVP for the 11.20.19 BCTDA meeting

Greetings!

The next BCTDA meeting will be held on Wednesday, November 20, 2019, at 9:00 a.m., in the Board Room of the Explore Asheville Convention & Visitors Bureau, located at 27 College Place.

Please reply to let me know if you are planning to attend. Thanks in advance for your response!

--Jonna

Sent to: BCTDA Board, Kit Cramer, Don Warn, Ashley Keetle, Sabrina Rockoff

**Jonna Sampson**  
*Executive Operations Manager*

<image001.png>

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**  
27 College Place | Asheville, NC 28801  
P: 828.258.6111  
[jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

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## Kathi Petersen

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**From:** Kathi Petersen  
**Sent:** Monday, November 18, 2019 3:32 PM  
**To:** Jim Muth; Gary Froeba; Himanshu Karvir  
**Cc:** Stephanie Brown  
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Thank you again, Jim!

FYI to all: I spoke with the opinion editor at the paper earlier today. She welcomes as many submissions on the same topic as anyone wants to send in with these caveats:

1. All must be approved by the paper's editorial board, meaning that they might choose not to run something or ask the writer to make changes. Or, they may accept as is.
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Kathi

### **Kathi M. Petersen**

*Director of Public Information & Community Engagement*

## Explore **ASHEVILLE**

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### **City shouldn't tinker with tourism**

I think it is interesting that the City of Asheville is inserting themselves into the booming tourism industry and I wonder if they have thought about some unintended consequences of their one year moratorium on hotel construction. It begs some questions: What are their qualifications? Has this been done successfully anywhere else?

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Maybe the markets will correct things naturally. Also, tourism is a unique industry as it builds community, it is a clean industry that builds beautiful buildings, and they are open to the public. Hotels are not monuments to exclusivity so everyone can enjoy the benefits. Please be careful when tinkering in larger economic forces.

*Terry Bemis, Asheville*

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Thank you, as always, for your support.

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**Attachments:** Reply to Ami - Draft v2 -kp.docx

Oops, here's the attachment.

Kathi

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## Gary Froeba – Editorial in response to Ami Worthen op-ed on Nov. 17, 2019

There's been much to celebrate in our community in recent weeks, which the *Citizen Times* has covered in its pages.

- The Asheville Art Museum reopened with great fanfare; a nonprofit, state-of-the-art, downtown landmark and the culmination of a dream to create the Southeast's premier art museum.
- The Center for Craft, the country's leading nonprofit organization that identifies and convenes craft makers, curators and researchers, launched its National Craft Innovation Hub, a gateway to the other cultural assets found downtown within a few short blocks of one another.
- Across town, the Bob Lewis Ballpark run by the nonprofit Enka Youth Sports Organization completed installation of an extensive new lighting system for its seven ballfields – part of the Enka Recreation Destination, which will connect existing greenways and include the Enka Heritage Trail.
- An eclectic variety of successful local festivals and cultural events took place, including the Blue Ridge Pride Festival, the Appalachian Folk Festival, the Eliada Corn Maze, CiderFest NC, the Craft Fair of the Southern Highlands, and the inaugural Chow Chow culinary festival.

What do these cultural projects, events, facilities, infrastructure, and attractions have in common? They are meant to be enjoyed by local residents as well as visitors.

And, along with dozens of other entities, have received financial support in the millions of dollars from the Buncombe County Tourism Development Authority.

This support has come either from grants through the Tourism Product Development Fund (TPDF) or from the BCTDA's festivals, cultural events, and major events sponsorship program.

Seeing coverage about these projects and events in the *Citizen Times* made it all the more ironic to also read a recent editorial by Ami Worthen in the paper on November 17. In that piece, Ms. Worthen accused the BCTDA of being an institution that "does more harm than good," saying "our community would be better off without it."

Tell that to folks associated with the 39 community projects and organizations that have received a total of \$44 million from the TPDF the largest source of funding for these types of projects in Western North Carolina until establishment of the Dogwood Trust.

Those were grants paid with revenue that came from the occupancy taxes paid exclusively by visitors. Not out of your pocket. Not by local government. By visitors.

Explain it to the thousands of attendees at the dozens of festivals and cultural events that have received sponsorship dollars from the BCTDA.

Those dollars came revenue earned from paid advertising on the ExploreAsheville.com website. Not out of your pocket. Not by local government.

Ask the 18,000 local people who work in tourism-related businesses – your neighbors and mine – the value of the BCTDA, a public authority created for the public good to strengthen the local economy, creating jobs, generating tax revenue, and funding facilities and infrastructure.

Funding for the work of the BCTDA comes from visitors. Not out of your pocket. Not by local government.

Funding comes from visitors. The tax singles out hotels and other lodging properties and is paid by people who stay overnight in Buncombe County. It is then invested for the betterment of our community and all of us who live here. It is administered by volunteers – people who live here, who have families here -- appointed by the City and the County.

Talk to the 1,200 local businesses – mostly small, independent ventures – about how they'd feel if the marketing they get at no cost to them, at no cost to you, at no cost to government, were to end. Ask whether they could survive on the patronage of local residents alone.

These businesses and our creative community of artists, crafters, musicians (including Ms. Worthen herself) have all benefited from visitors who come to enjoy what we get to enjoy every day. And that's not coming out of your pocket.

Abolish the TDA, as Ms. Worthen suggests, and there are consequences that she fails to acknowledge.

To put it more personally, think about your favorite local restaurants, breweries, attractions, outfitters, and other independent businesses. Decide which ones you want to see go out of business. Is it a comedy tour bus? A music venue? A gift shop, gallery, river-tubing business, cafe? And which of your family's beloved festivals and cultural events will cease to exist?

We invite you consider the facts about the benefits of tourism. And join us in supporting the Tourism Management & Investment Plan (TMIP), the community engagement process announced by the BCTDA a year ago to better manage tourism and consider revisions to the occupancy tax. The goal is to plan investments for the next decade, while maintaining the character and integrity of the region.

Let's work together to manage tourism in a manner that sustains and enhances quality of life in Buncombe County.

Add brief author bio here – 1-2 sentences.

## Kathi Petersen

---

**From:** Kathi Petersen  
**Sent:** Monday, November 18, 2019 4:34 PM  
**To:** Jim Muth  
**Subject:** Re: (Draft) reply to Ami - Version 2

Very good.

Kathi M. Petersen  
Director of Public Information & Community Engagement

Explore Asheville Convention & Visitors Bureau  
27 College Place | Suite 200 | Asheville, NC 28801  
P: 828.318.8960 | C: 828.712.1286  
kpetersen@ExploreAsheville.com  
ExploreAsheville.com

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---

**From:** Jim Muth <jim.muth@muthmail.com>  
**Sent:** Monday, November 18, 2019 4:11:01 PM  
**To:** Kathi Petersen <kpetersen@exploreasheville.com>  
**Subject:** Re: (Draft) reply to Ami - Version 2

Kathi,

Thanks so much for your great help with this.

It looks like the Op-ed I wrote may be submitted under Bob Patel's name. Himanshu will keep you informed about his.

Thanks so much,

Jim

---

**From:** Kathi Petersen <kpetersen@exploreasheville.com>  
**Date:** Monday, November 18, 2019 at 3:32 PM  
**To:** "jim.muth@muthmail.com" <jim.muth@muthmail.com>, "Gary (gfroeba@omnihotels.com)" <gfroeba@omnihotels.com>, Himanshu Karvir <hkarvir@virtelle.com>  
**Cc:** Stephanie Brown <sbrown@exploreasheville.com>  
**Subject:** RE: (Draft) reply to Ami - Version 2

Oops, here's the attachment.

Kathi

**From:** Kathi Petersen  
**Sent:** Monday, November 18, 2019 3:32 PM  
**To:** Jim Muth <jim.muth@muthmail.com>; Gary Froeba <gfroeba@omnihotels.com>; Himanshu Karvir <hkarvir@virtelle.com>  
**Cc:** Stephanie Brown <sbrown@exploreasheville.com>  
**Subject:** RE: (Draft) reply to Ami - Version 2

Thank you again, Jim!

FYI to all: I spoke with the opinion editor at the paper earlier today. She welcomes as many submissions on the same topic as anyone wants to send in with these caveats:

1. All must be approved by the paper's editorial board, meaning that they might choose not to run something or ask the writer to make changes. Or, they may accept as is.
2. If approved as an op-ed, they will only run one at a time, per Sunday, on a certain stance. So, they might run a pro-tourism and a con-tourism on the same day, but they wouldn't run two pros. They would save one for another week or decide not to use it after all.
3. In some cases they may suggest that an op-ed be cut to 250 words to be used as a letter to the editor instead. They have more space for letters, as they run daily.

Jim, I made a few grammatical tweaks and pointed out in yellow highlight some duplicate use of words or phrases. As you noted, it is pushing 800 words so some streamlining is suggested. I'm happy to help if needed.

Otherwise, you have the info to submit when you're ready and Stephanie has reviewed for factual accuracy.

Kathi

**Kathi M. Petersen**  
*Director of Public Information & Community Engagement*

**Explore ASHEVILLE**  
**Explore Asheville Convention & Visitors Bureau**  
27 College Place | Suite 200 | Asheville, NC 28801  
P: 828.318.8960 | C: 828.712.1286  
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**[ExploreAsheville.com](http://ExploreAsheville.com)**

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**From:** Jim Muth <jim.muth@muthmail.com>  
**Sent:** Monday, November 18, 2019 12:06 PM  
**To:** Kathi Petersen <kpetersen@exploreasheville.com>; Stephanie Brown <sbrown@exploreasheville.com>; Gary Froeba <gfroeba@omnihotels.com>; Himanshu Karvir <hkarvir@virtelle.com>  
**Subject:** (Draft) reply to Ami - Version 2

Hi Al,

Attached is a revised copy of the Op-ed reply. After some suggestions from my "advisors" I have punched up the TDA part of it.

I think that Ami's piece took on the TDA more than tourism in general, so I tried to address that point more clearly. It is about 800 words and may need to be reduced to 750 for the newspaper.

See you soon  
Jim.

---

**From:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>  
**Date:** Sunday, November 17, 2019 at 12:11 PM  
**To:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>, "[jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)" <[jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)>, "Gary ([gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com))" <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>, Himanshu Karvir <[hkarvir@virtelle.com](mailto:hkarvir@virtelle.com)>  
**Subject:** RE: My (Draft) reply to Ami

Also – I don't know if you saw this letter to the editor in today's paper, on the page before Ami's editorial.

Kathi

### **City shouldn't tinker with tourism**

I think it is interesting that the City of Asheville is inserting themselves into the booming tourism industry and I wonder if they have thought about some unintended consequences of their one year moratorium on hotel construction. It begs some questions: What are their qualifications? Has this been done successfully anywhere else?

I think capitalism, free markets and the economic laws of supply and demand often create guard rails in our economy naturally. Anytime government seeks to influence we often get peculiar policies like paying farmers not to plant a crop. Maybe, the Asheville city council is just overthinking and oversolving the situation. Here is my list of unintended consequences;

- 1 Infill? It seems like just a couple years ago we wanted to reduce the footprint of the Asheville-Metro area and stop urban sprawl.
- 2 Most of the downtown hotels feature mixed-use buildings with condos, apartments, retail, public parking, and restaurants. That seems to be smartgrowth with diversity.
- 3 Should the Asheville Airport scrap its plan to expand to meet the demand?
- 4 Doesn't the additional property taxes and sales taxes benefit all residents? It seems like this policy implies that Asheville doesn't need more tax revenue.



Maybe the markets will correct things naturally. Also, tourism is a unique industry as it builds community, it is a clean industry that builds beautiful buildings, and they are open to the public. Hotels are not monuments to exclusivity so everyone can enjoy the benefits. Please be careful when tinkering in larger economic forces.

*Terry Bemis, Asheville*

---

**From:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>  
**Sent:** Sunday, November 17, 2019 11:53 AM  
**To:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>; Jim Muth <[jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)>; Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>; Himanshu Karvir <[hkarvir@virtelle.com](mailto:hkarvir@virtelle.com)>  
**Subject:** Re: My (Draft) reply to Ami

Kathi — would you also suggest he ask them to put it up on the website ASAP?

Get [Outlook for iOS](#)

---

**From:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>  
**Sent:** Sunday, November 17, 2019 11:50:29 AM  
**To:** Jim Muth <[jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)>; Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>; Himanshu Karvir <[hkarvir@virtelle.com](mailto:hkarvir@virtelle.com)>  
**Cc:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>  
**Subject:** RE: My (Draft) reply to Ami

Good morning. Jim, I think this is beautifully done. It has a good balance of “you have it wrong but I respect your right to have an opinion” and “let’s work together.”

My suggested changes are mostly grammatical with a couple of clarifications. I saw that Stephanie also had some suggested feedback and if you’d like for me to take a look again after her or others’ feedback is incorporated, I am happy to do so. I am going to be working most of today.

Note: Because this is an op-ed, it is not likely to publish until next Sunday, with a Wednesday 12 noon deadline. (Letters to the editor of no more than 250 words are published daily; guest editorials of about 750 words are mostly on Sunday.) \*\*You might want to email or leave a message for the opinion page editor, Casey Blake, to let her know it is forthcoming: 828-232-5841 or [cblake@citizentimes.com](mailto:cblake@citizentimes.com).

Due to the lag time between Ami’s editorial in today’s paper and anything you would submit, which would hopefully publish next Sunday, you also may want to consider using brief PARTS of it in a Facebook post or in response to her on the C-T website, but DO NOT publish all of it on either of those sites or anywhere else, because that will disqualify it from being published in the paper. Anything published in the paper cannot have been published previously elsewhere.

Once you are ready to submit, here’s the info: <https://www.citizen-times.com/story/opinion/2017/12/12/how-submit-op-ed-letter-editor/946173001/>. You will need to also submit your contact information (it will not be published) and a head shot and brief bio.

Thank you, as always, for your support.

Kathi

**Kathi M. Petersen**

*Director of Public Information & Community Engagement*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**

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**ExploreAsheville.com**

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---

**From:** Jim Muth <[jim.muth@muthmail.com](mailto:jim.muth@muthmail.com)>

**Sent:** Saturday, November 16, 2019 5:02 PM

**To:** Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>; Himanshu Karvir <[hkarvir@virtelle.com](mailto:hkarvir@virtelle.com)>; Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>

**Cc:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Subject:** My (Draft) reply to Ami

Hi Guys,

This is a draft of a potential reply to Ami.

Feedback would be appreciated, especially editorial insight from Kathi.

Thanks

Jim

## Jonna Sampson

---

**From:** Jonna Sampson  
**Sent:** Tuesday, November 19, 2019 10:34 AM  
**To:** Stephanie Brown; Andrew Celwyn; Chip Craig; Gary Froeba; Himanshu Karvir (hkarvir@holidayinnbiltmore.com); James Poole; Joe Belcher; John Lockett; John McKibbon; Julie Mayfield; Leah Ashburn; Tom Ruff  
**Cc:** Glenn Cox; Kathi Petersen; Marla Tambellini; Pat Kappes; Dianna Pierce; Jennifer Kass-Green  
**Subject:** RE: BCTDA: 11.20.19 Board Meeting Materials  
**Attachments:** 02 BCTDA Mtg Minutes 10.30.19.pdf; 03 BCTDA Financials Reports - October 2019.pdf; 04 BCTDA Financials June 2019 FINAL.pdf; TDA Quick List October 2019.pdf; STR Report Oct 2019.pdf

Good morning, BCTDA!

Since Stephanie sent the materials packet out yesterday morning, we've made a few small changes to the meeting minutes and the October and Final June financial statements. Additionally, the October STR report came in mid-afternoon, so we were able to create the Quick List.

Attached you will find the revised and new documents. Please let us know if you have any questions. We apologize for any inconvenience.

Thanks so much and we'll see most of you tomorrow!

--Jonna

**Jonna Sampson**  
*Executive Operations Manager*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**

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**From:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Sent:** Monday, November 18, 2019 11:25 AM

**To:** Andrew Celwyn <[andrew@herbiary.com](mailto:andrew@herbiary.com)>; Chip Craig <[chip@greybeardrealty.com](mailto:chip@greybeardrealty.com)>; Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>; Himanshu Karvir (hkarvir@holidayinnbiltmore.com) <[hkarvir@holidayinnbiltmore.com](mailto:hkarvir@holidayinnbiltmore.com)>; James Poole <[jpoole@foundryasheville.com](mailto:jpoole@foundryasheville.com)>; Joe Belcher <[joe.belcher@buncombecounty.org](mailto:joe.belcher@buncombecounty.org)>; John Lockett <[john.lockett@kesslercollection.com](mailto:john.lockett@kesslercollection.com)>; John McKibbon <[johnm@mckibbon.com](mailto:johnm@mckibbon.com)>; Jonna Sampson <[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)>; Julie Mayfield <[juliemayfield@avlcouncil.com](mailto:juliemayfield@avlcouncil.com)>; Leah Ashburn <[leaha@highlandbrewing.com](mailto:leaha@highlandbrewing.com)>; Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>; Tom Ruff <[truff@biltmore.com](mailto:truff@biltmore.com)>  
**Cc:** Glenn Cox <[gcox@exploreasheville.com](mailto:gcox@exploreasheville.com)>; Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>; Marla Tambellini

<mtambellini@exploreasheville.com>; Jonna Sampson <jsampson@exploreasheville.com>; Pat Kappes <pkappes@exploreasheville.com>; Dianna Pierce <dpierce@exploreasheville.com>; Jennifer Kass-Green <jgreen@exploreasheville.com>

**Subject:** BCTDA: 11.20.19 Board Meeting Materials

Good Morning BCTDA board members,

It has been a short and very active few weeks since our last meeting. Please read the board packet for the details of our work this month to attract customers for local businesses. It has also been a month of celebration as three monumental projects supported by the BCTDA have opened. You will get an update on those projects at the meeting.

Articles can be found here:

<https://www.dropbox.com/sh/hih4r4ddd01jzu2/AACYEiNAIgnGINFjqhknESUBa?dl=0>

Following the last meeting, Andrew requested documentation of three years of transactions in the Earned Income fund. We provided that information and also posted it to our website to provide public access to the information <https://www.ashevillecvb.com/clarity-on-bctdas-financial-support-of-the-2020-chow-chow-culinary-festival/>. While we were preparing the information requested, this opinion piece was submitted to the Citizen Times <https://www.citizen-times.com/story/opinion/2019/11/10/chow-chow-funding-process-buncombe-tda-lacked-transparency-opinion/2524035001/>.

I regret that I did not provide more clarity prior to the meeting and that my responses during the meeting were insufficient. We strive for complete transparency and excellent meeting preparation and fell short this time with the multiple demands on our time.

You may have also seen an opinion piece by Ami Worthen that appeared online last week and in print on Sunday <https://www.citizen-times.com/story/opinion/2019/11/15/buncombe-tda-tourism-asheville-community-opinion-ami-worthen-growth/4196180002/>. Responses have been prepared by several people who wish to speak up in support of the BCTDA and the investment to attract money into the community to support local businesses, generate taxes and provide jobs.

Please join us, if you can, for our Partner Forum tomorrow morning. Doors open at 8:00, program starts at 8:20. We are expecting 85 partners to attend. Also, mark your calendar for the Holiday Party on December 10, sponsored by US Foods and hosted by the Renaissance Hotel.

See you soon,  
Stephanie

**Stephanie Pace Brown**  
*President & CEO*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**  
27 College Place | Asheville, NC 28801  
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## Pat Kappes

---

**From:** Stephanie Brown  
**Sent:** Tuesday, November 19, 2019 1:58 PM  
**To:** CVB-AIR-ABRSC Staff; Andrew Celwyn; Chip Craig; Gary Froeba; Himanshu Karvir (hkarvir@holidayinnbiltmore.com); James Poole; Joe Belcher; John Lockett; John McKibbon; Jonna Sampson; Julie Mayfield; Leah Ashburn; Stephanie Brown; Tom Ruff  
**Subject:** Explore Asheville CVB: A Letter to our Partners from Stephanie Brown

Dear Board Members and Explore Asheville Team,

This message will be distributed to tourism partners this afternoon.

Stephanie

A Letter from Stephanie Brown | [View in browser](#)

**Explore ASHEVILLE**  
Convention & Visitors Bureau

---

**November 19, 2019**

Greetings tourism partners and friends,

You may have seen recent calls to abolish the lodging tax, dismantle the BCTDA and defund the free tourism and marketing support programs that benefit local, independent businesses and the people who live here.

Here is a [link](#) to the anti-tourism opinion piece that ran last week in the Asheville Citizen-Times. This opinion piece is a narrow view of the importance of tourism to our region's economic vitality—an annual impact of \$3.1 billion—and the depth of our community's collective 36-year investment made possible through tourism with an active long-range plan to enhance and protect our special mountain home.

As locals who love our community, we are honored to serve you as the marketing arm connecting people who travel to your businesses.

Destination promotion is funded 100 percent by the tax on commercial lodging in Buncombe County paid by people who visit. All tourism-related businesses (and the 18,346 people working in tourism jobs in our community) benefit directly or indirectly from the marketing, sales and community engagement efforts of Explore Asheville as guided by the BCTDA board of community members.

**We ask you, what would you lose if the lodging tax was repealed?**

- **Would you miss a dedicated team of media pros who secure national news stories for the Asheville area and businesses who may not be able to afford their own public relations?** The PR team leverages longstanding relationships in the saturated news landscape to help inspire and guide 2.3 billion media impressions in national and key markets. Beyond securing major accolades that keep Asheville top of mind, the team shares thousands of local partner news items and stories every year through targeted outreach. The team works to broaden the perspective of journalists on assignment, opening opportunities for under-

the-radar news and locally-owned independent businesses and illuminating local figures, little-known histories and emerging cultural assets.

- **How would it impact your business to lose the destination advertising based on data science that communicates Asheville's authentic spirit and motivates travel?** Every dollar spent on advertising returns \$43 in local expenditures and \$3 in sales tax revenues. Explore Asheville's advertising investment will drive nearly \$500 million in visitor spending that sustains local, independent businesses, with special emphasis on slower post-holiday winter months and other periods of need.
- **Would you miss the power of the ExploreAsheville.com website and its 5 million annual user sessions and downstream traffic to your free listings, events and news?** This online repository—optimized through content and social media strategies—gathers collective inspiration from our entire community...from deep insights and little-known histories to practical travel tips and listings. So far this year, ExploreAsheville.com generated 1.45 million clicks to local partner websites. Beyond the website, an Explore Asheville partnership with Google optimized the way Asheville-area businesses appear across the entire Google search ecosystem with 500+ new visual assets that were viewed more than 2 million times and included training for local businesses.
- **Would the Asheville area feel the impact of losing \$14.7 million in annual group meetings and motorcoach business each year?** The group sales team proactively cultivate interest from 13,000 meeting planners and group travel buyers around the country. Explore Asheville's support of sporting events like SoCon, Fed Cup, Haute Route and Spartan races brings in millions in attendee spending to local businesses and adds lifestyle offerings for locals.

- **What would replace the free professional networking, engagement programs and marketing trainings for industry partners?** Explore Asheville's community engagement arm offers partners a network of industry resources, professional education and access to national speakers that broaden perspectives and boost collaboration across our community.
- **Would the Asheville area miss the \$44 million in community grants awarded to local projects and non-profits that improve quality of life in our area?** The 2018 grant cycle recipients included LEAF Global Arts Center, National Craft Innovation Hub, YMI Cultural Center, NC Arboretum and the African-American Heritage Museum at Stephens-Lee Recreation Center. Since 2001, funding has also supported at a total of 39 projects including the new Asheville Art Museum, Pack Square Park, African-American Heritage Trail Project, The Wortham Center, WNC Farmers Market and a range of City and County projects including parks, greenways and River Arts District infrastructure.
- **Which beloved festivals and events are at risk without the operational support provided by BCTDA?** Making use of advertising revenue from ExploreAsheville.com, the fund helps preserve cultural identity with nearly \$622,000 in event support since it launched in 2016. This year's recipients include Asheville Fringe Arts Festival, Blue Ridge Pride, Hola Community Arts, Independence Day Celebration, Asheville Percussion Festival, ASAP Farm Tour, Chow Chow, Montford Neighborhood Festival and Black Mountain College + Art Center's {Re}Happening.

**Future Investment with a Citizen Voice:** The community grant program is undergoing an important evolution with a public process. The Tourism Management & Investment Plan to Develop Community Assets (TMIP) is a long-range community investment strategy with a public voice and a new process that provides a structure for public input on long-term projects to manage tourism



impacts and sustain and enhance the quality of our area. TMIP will create a blueprint guided by public input for infrastructure and capital projects that can be funded by tourism tax dollars.

**We ask you to reflect on what you love about this community, what BCTDA and Explore Asheville marketing support means to your business and what you want to see moving forward.**

BCTDA is focused on a values-based approach to tourism and community—supporting makers and creators; enhancing the places we love with the infrastructure we need; pulling forward history and fortifying community through support of important culture initiatives; and working to protect and enhance the specialness of our mountain home.

If you would like to lend your voice to the conversation, there are many ways to get involved. Write a letter to the editor. Use the power of social media by responding with facts and your personal experience. Speak up at candidate forums, panels and debates and participate by asking questions or providing facts. And, be a visible member of the tourism community by talking to family, friends and neighbors.

Stop in and talk with us if you have questions or want to have a conversation. This place is precious to all of us, and we all want to do right by Asheville.



Respectfully,

*Stephanie*

**Stephanie Pace Brown**

**President & CEO**

**Explore Asheville**



Explore **ASHEVILLE**  
Convention & Visitors Bureau

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**[ExploreAshevilleCVB.com](https://www.exploreashevillecvb.com) | (828) 210-2724**

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## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Tuesday, November 19, 2019 2:27 PM  
**To:** Gary Froeba  
**Cc:** Kathi Petersen  
**Subject:** RE: V2 - Editorial Response

Kathi will send you and Tracey a final this afternoon (if she didn't already). Then you will need to send it with a bio and a picture.

Deadline is Wednesday to run on Sunday. I would also request that it run online as soon as possible.

**From:** Gary Froeba <gfroeba@omnihotels.com>  
**Sent:** Tuesday, November 19, 2019 2:26 PM  
**To:** Stephanie Brown <sbrown@exploreasheville.com>  
**Cc:** Kathi Petersen <kpetersen@exploreasheville.com>  
**Subject:** RE: V2 - Editorial Response

Has this been sent to the CT? What do I need to do on my end?

.....

### **GARY B. FROEBA**

Managing Director  
The Omni Grove Park Inn

828-252-2711  
[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)

Stay with Omni. Help end hunger in America. [SayGoodnightToHunger.com](http://SayGoodnightToHunger.com)

**From:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>  
**Sent:** Monday, November 18, 2019 10:32 AM  
**To:** Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>  
**Cc:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>  
**Subject:** [EXTERNAL] FW: V2 - Editorial Response

Hi Gary,

A draft editorial is attached. Kathi is also reaching out to CT to ask them about multiple submissions.

Please respond with any direction you have, or let me know if you would rather have a conversation by phone.

Thanks,  
Stephanie

**From:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>  
**Sent:** Monday, November 18, 2019 10:29 AM

To: Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

Subject: V2 - Editorial Response

**Kathi M. Petersen**

*Director of Public Information & Community Engagement*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**

27 College Place | Suite 200 | Asheville, NC 28801

P: 828.318.8960 | C: 828.712.1286

[kpetersen@ExploreAsheville.com](mailto:kpetersen@ExploreAsheville.com)

**ExploreAsheville.com**

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## Kathi Petersen

---

**From:** Kathi Petersen  
**Sent:** Tuesday, November 19, 2019 2:33 PM  
**To:** Gary Froeba  
**Cc:** Stephanie Brown  
**Subject:** RE: V2 - Editorial Response

Hi, Gary – I just returned from a meeting and will have this to you and Tracy momentarily.

Kathi

### **Kathi M. Petersen**

*Director of Public Information & Community Engagement*

## Explore ASHEVILLE

### **Explore Asheville Convention & Visitors Bureau**

27 College Place | Suite 200 | Asheville, NC 28801

P: 828.318.8960 | C: 828.712.1286

[kpetersen@ExploreAsheville.com](mailto:kpetersen@ExploreAsheville.com)

### **ExploreAsheville.com**

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---

**From:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>  
**Sent:** Tuesday, November 19, 2019 2:27 PM  
**To:** Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>  
**Cc:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>  
**Subject:** RE: V2 - Editorial Response

Kathi will send you and Tracey a final this afternoon (if she didn't already). Then you will need to send it with a bio and a picture.

Deadline is Wednesday to run on Sunday. I would also request that it run online as soon as possible.

---

**From:** Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>  
**Sent:** Tuesday, November 19, 2019 2:26 PM  
**To:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>  
**Cc:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>  
**Subject:** RE: V2 - Editorial Response

Has this been sent to the CT? What do I need to do on my end?

.....

**GARY B. FROEBA**  
Managing Director

The Omni Grove Park Inn

828-252-2711

[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)

Stay with Omni. Help end hunger in America. [SayGoodnightToHunger.com](http://SayGoodnightToHunger.com)

---

**From:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Sent:** Monday, November 18, 2019 10:32 AM

**To:** Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>

**Cc:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>

**Subject:** [EXTERNAL] FW: V2 - Editorial Response

Hi Gary,

A draft editorial is attached. Kathi is also reaching out to CT to ask them about multiple submissions.

Please respond with any direction you have, or let me know if you would rather have a conversation by phone.

Thanks,  
Stephanie

---

**From:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>

**Sent:** Monday, November 18, 2019 10:29 AM

**To:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Subject:** V2 - Editorial Response

**Kathi M. Petersen**

*Director of Public Information & Community Engagement*

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## Kathi Petersen

---

**From:** Kathi Petersen  
**Sent:** Tuesday, November 19, 2019 2:51 PM  
**To:** Gary Froeba; Tracey.Johnston@omnihotels.com  
**Cc:** Stephanie Brown  
**Subject:** Your editorial - deadline for submission is Wednesday 12 noon  
**Attachments:** Editorial Response -Gary Froeba - Nov 19 2018.docx

Good afternoon.

Attached is your editorial for the Citizen Times. For the Sunday paper it is due no later than Wednesday 12noon; sending today would be ideal. Here's what needs to happen:

1. Add a brief 1-2 sentence bio at the end.
2. Provide a high resolution head shot, properly named so that if it gets lost staff will know who the picture is of.
3. Paste the editorial IN THE BODY OF THE EMAIL (not attached and definitely not a PDF) and send with the attached photo to Casey Blake: [cblake@citizentimes.com](mailto:cblake@citizentimes.com)
4. The subject line should say "Editorial in response to Ami Worthen op-ed"
5. Include your name, address, email, and phone number. The latter three items will not be published.
6. As Stephanie suggested, you may wish to request that they consider posting it online asap since it is in response to an editorial that has been online since November 15.
7. Always know that they have the right to reject the submission, or ask you to make changes, shorten it, etc.
8. If you wish to follow up with Casey by phone, her number is: 828-232-5841

Please let me know if you need any other assistance. Thank you.

Kathi

### Kathi M. Petersen

*Director of Public Information & Community Engagement*

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## Gary Froeba – Editorial in response to Ami Worthen op-ed on Nov. 17, 2019

There's been much to celebrate in our community in recent weeks, which the *Citizen Times* has covered in its pages.

- The Asheville Art Museum reopened with great fanfare; a nonprofit, state-of-the-art, downtown landmark and the culmination of a dream to create the Southeast's premier art museum.
- The Center for Craft, the country's leading nonprofit organization that identifies and convenes craft makers, curators and researchers, launched its National Craft Innovation Hub, a gateway to the other cultural assets found downtown within a few short blocks of one another.
- Across town, the Bob Lewis Ballpark run by the nonprofit Enka Youth Sports Organization completed installation of an extensive new lighting system for its seven ballfields – part of the Enka Recreation Destination, which will connect existing greenways and include the Enka Heritage Trail.
- An eclectic variety of successful local festivals and cultural events took place, including the Blue Ridge Pride Festival, the Appalachian Folk Festival, the Eliada Corn Maze, CiderFest NC, the Craft Fair of the Southern Highlands, and the inaugural Chow Chow culinary festival.

What do these cultural projects, events, facilities, infrastructure, and attractions have in common? They are meant to be enjoyed by local residents as well as visitors.

And, along with dozens of other entities, have received financial support in the millions of dollars from the Buncombe County Tourism Development Authority.

This support has come either from grants through the Tourism Product Development Fund (TPDF) or from the BCTDA's festivals, cultural events, and major events sponsorship program.

Seeing coverage about these projects and events in the *Citizen Times* made it all the more ironic to also read a recent editorial by Ami Worthen in the paper on November 17. In that piece, Ms. Worthen accused the BCTDA of being an institution that "does more harm than good," saying "our community would be better off without it."

Tell that to folks associated with the 39 community projects and organizations that have received a total of \$44 million from the TPDF the largest source of funding for these types of projects in Western North Carolina until establishment of the Dogwood Trust.

Those were grants paid with revenue that came from the occupancy taxes paid exclusively by visitors. Not out of your pocket. Not by local government. By visitors.

Explain it to the thousands of attendees at the dozens of festivals and cultural events that have received sponsorship dollars from the BCTDA.

Those dollars came revenue earned from paid advertising on the ExploreAsheville.com website. Not out of your pocket. Not by local government.



Ask the 18,000 local people who work in tourism-related businesses – your neighbors and mine – the value of the BCTDA, a public authority created for the public good to strengthen the local economy, creating jobs, generating tax revenue, and funding facilities and infrastructure.

Funding for the work of the BCTDA comes from visitors. Not out of your pocket. Not by local government.

Funding comes from visitors. The tax singles out hotels and other lodging properties and is paid by people who stay overnight in Buncombe County. It is then invested for the betterment of our community and all of us who live here. It is administered by volunteers – people who live here, who have families here -- appointed by the City and the County.

Talk to the 1,200 local businesses – mostly small, independent ventures – about how they'd feel if the marketing they get at no cost to them, at no cost to you, at no cost to government, were to end. Ask whether they could survive on the patronage of local residents alone.

These businesses and our creative community of artists, crafters, musicians (including Ms. Worthen herself) have all benefited from visitors who come to enjoy what we get to enjoy every day. And that's not coming out of your pocket.

Abolish the TDA, as Ms. Worthen suggests, and there are consequences that she fails to acknowledge.

To put it more personally, think about your favorite local restaurants, breweries, attractions, outfitters, and other independent businesses. Decide which ones you want to see go out of business. Is it a comedy tour bus? A music venue? A gift shop, gallery, river-tubing business, cafe? And which of your family's beloved festivals and cultural events will cease to exist?

We invite you consider the facts about the benefits of tourism. And join us in supporting the Tourism Management & Investment Plan (TMIP), the community engagement process announced by the BCTDA a year ago to better manage tourism and consider revisions to the occupancy tax. The goal is to plan investments for the next decade, while maintaining the character and integrity of the region.

Let's work together to manage tourism in a manner that sustains and enhances quality of life in Buncombe County.

Add brief author bio here – 1-2 sentences.

## Stephanie Brown

---

**From:** Gary Froeba <gfroeba@omnihotels.com>  
**Sent:** Tuesday, November 19, 2019 3:55 PM  
**To:** Kathi Petersen; Stephanie Brown  
**Subject:** FW: Editorial in response to Ami Worthen op-ed  
**Attachments:** Gary Froeba, Managing Director\_Omni Grove Park Inn.jpg

### **GARY B. FROEBA**

Managing Director  
The Omni Grove Park Inn

828-252-2711  
[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)

Stay with Omni. Help end hunger in America. [SayGoodnightToHunger.com](http://SayGoodnightToHunger.com)

**From:** Julia Akers <Julia.Akers@omnihotels.com>  
**Sent:** Tuesday, November 19, 2019 3:49 PM  
**To:** cblake@citizentimes.com  
**Cc:** Gary Froeba <gfroeba@omnihotels.com>  
**Subject:** Editorial in response to Ami Worthen op-ed

**Gary Froeba – Editorial in response to Ami Worthen op-ed on Nov. 17, 2019**

**Please consider posting this online ASAP since it is in response to an editorial that has been online since November 15.**

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Let’s work together to manage tourism in a manner that sustains and enhances quality of life in Buncombe County.

Gary Froeba is the Managing Director of The Omni Grove Park Inn and is currently Chairman of the BCTDA. He is a veteran hotelier with over 44 years of experience and has served on several CVB’s as President or on Executive Committees throughout the Southeast.

Gary B. Froeba  
Managing Director  
The Omni Grove Park Inn  
290 Macon Avenue  
Asheville, NC 28804  
[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)  
828-398-3816

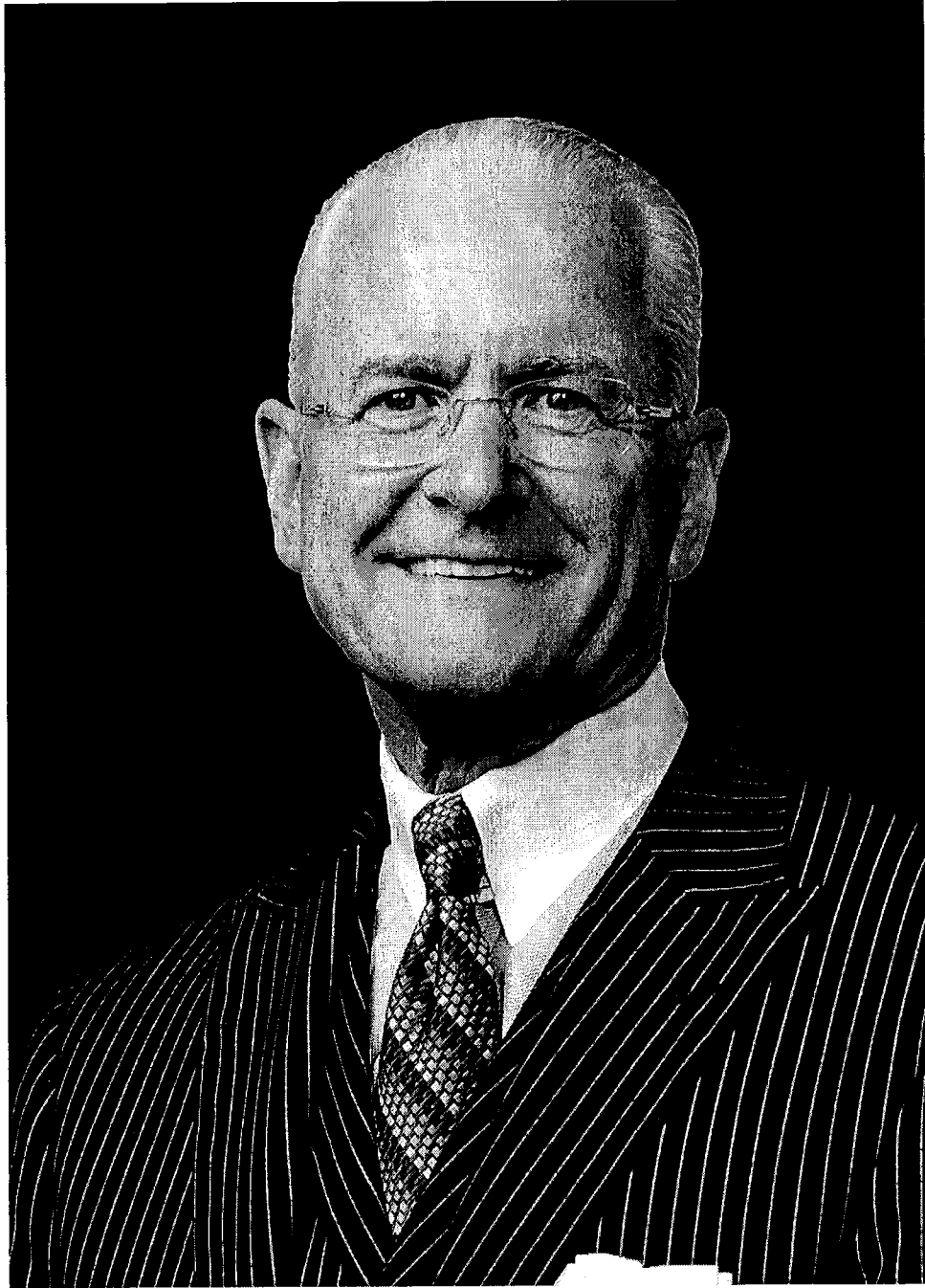
.....

**JULIA AKERS**

Director of Marketing Communications  
The Omni Grove Park Inn

828-252-2711 ext.8945  
[julia.akers@omnihotels.com](mailto:julia.akers@omnihotels.com)

Stay with Omni. Help end hunger in America. [SayGoodnightToHunger.com](http://SayGoodnightToHunger.com)



## Kathi Petersen

---

**From:** Kathi Petersen  
**Sent:** Wednesday, November 20, 2019 9:07 AM  
**To:** Stephanie Brown; Gary Froeba; Himanshu Karvir  
**Subject:** Letter to the editor on 11/20/19

Gary and Himanshu asked if there were any letters to the editor in today's Citizen Times – There is one:

### **The TDA isn't the enemy**

The "war on tourism" and the Tourism Development Authority never ceases. Another op-ed in Sunday's A CT warns that tourism, a strong economic engine for Buncombe County, causes racial inequity, pollution, hardships for working class people, lack of affordable housing, and elitism. Really? Perhaps, if all of our tourists were friends of Edith and George Vanderbilt, the argument would have some validity. They are not. Most are regular folks who want to come here to see nature's beauty, drink a local beer and have a good meal.

Locals benefit from the generation of sales taxes in addition to good restaurants and fun activities (biking, tubing, zip-lining, etc). Some of the proceeds from the room tax (TDA funding) have gone to building the greenways in the RAD, soccer fields in Enka, the Asheville Art Museum, the greenway/blueway in Woodfin and numerous other projects that benefit local citizens. Where is the harm in these projects?

Although it may need a little tweaking, the Tourism Development Authority has been good for Buncombe County. We should keep it.

*Ann Morgan, Asheville*

### **Kathi M. Petersen**

*Director of Public Information & Community Engagement*

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[kpetersen@ExploreAsheville.com](mailto:kpetersen@ExploreAsheville.com)

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## Jonna Sampson

---

**From:** Leah Wong Ashburn <leaha@highlandbrewing.com>  
**Sent:** Wednesday, November 20, 2019 9:30 AM  
**To:** Jonna Sampson  
**Subject:** Declined: BCTDA Mtg

## Jonna Sampson

---

**Subject:** Canceled: BCTDA Mtg  
**Location:** Board Room

**Start:** Wed 12/18/2019 9:00 AM  
**End:** Wed 12/18/2019 11:00 AM  
**Show Time As:** Free

**Recurrence:** Monthly  
**Recurrence Pattern:** the last Wednesday of every 1 month(s) from 9:00 AM to 11:00 AM

**Meeting Status:** Not yet responded

**Organizer:** Jonna Sampson  
**Required Attendees:** Stephanie Brown; Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Sarah Kilgore; Dodie Stephens; Cat Kessler; 'Demp Bradford (demp@ashevillesportscommission.com)'; Jane Anderson; Andrew Celwyn; Chip Craig (chip@greybeardrealty.com); Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir (hkarvir@holidayinnbiltmore.com); Jim Muth (jim.muth@muthmail.com); Joe Belcher (joe.belcher@buncombecounty.org); John Lockett (john.lockett@kesslercollection.com); John McKibbon (johnm@mckibbon.com); Julie Mayfield (juliemayfield@avlcouncil.com); Leah Ashburn; Tom Ruff (truff@biltmore.com); Kit Cramer; Richard Kort; Joe Phelps; Jennifer Kass-Green; James Poole

**Optional Attendees:** Hannah Dosa (hdosa@exploreasheville.com); Samantha Cole; Kathi Petersen; Sabrina Presnell Rockoff

**Resources:** Board Room

**Importance:** High

Greetings! At the November 20 BCTDA meeting, the board took action to cancel the December 18 meeting.

Thank you,

--Jonna

**Jonna Sampson**  
*Executive Operations Manager*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau  
Buncombe County Tourism Development Authority**

27 College Place | Suite 200 | Asheville, NC 28801

P: 828.258.6111

[jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

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## Stephanie Brown

---

**From:** Gary Froeba <gfroeba@omnihotels.com>  
**Sent:** Wednesday, November 20, 2019 1:14 PM  
**To:** Stephanie Brown; Himanshu Karvir; 'Jim Muth' (jim.muth@muthmail.com)  
**Subject:** FW: [EXTERNAL] The good word!

Here we go. Stephanie, may want to have someone monitor all this activity.

**GARY B. FROEBA**  
Managing Director  
The Omni Grove Park Inn

**From:** Starling, Mark <MARKSTARLING@iheartmedia.com>  
**Sent:** Wednesday, November 20, 2019 1:07 PM  
**To:** Gary Froeba <gfroeba@omnihotels.com>  
**Subject:** Re: [EXTERNAL] The good word!

Will do! As soon as he publishes it on the website I'll send you a link over. Here are the tweets from today.



Himanshu Kavir, an hotel owner and member of the Buncombe County Tourism Development Authority, launched a 25-minute diatribe at the end of this morning's meeting criticizing an opinion piece by published by the Asheville Citizen-Times this week.

1

3



**Jason Sandford**

The opinion piece, headlined "The Buncombe TDA spends millions on unsustainable tourism - and we can stop it," argues for repeal of Buncombe County's hotel occupancy tax. Kavir, the hotel owner, said he took personal offense to the piece.





**Jason Sandford**

Repealing the Buncombe County occupancy tax would result in a decline in visitor spending, which would have affects that ripple across the economy, affecting not only hotels, but restaurants, breweries, retail shops and more, Kavir argued.



**Jason Sandford**

Kavir's statement was met with applause, with other Buncombe TDA board members expressed support for him, and for the tourism industry in general. Board Chairman Gary Froeba, managing director at the Omni Grove Park Inn, said, "We have to stand up for our industry."



**Jason Sandford**

You can read the opinion piece regarding the Buncombe TDA and hotel occupancy tax on the Asheville Citizen-Times' paywalled website if you have access. The TDA's official response to it is here:



1:05



Jason Sandford

Side note: the Mountain Xpress's Brooke Randall was at today's TDA meeting to cover it. I was there. And Sunshine Request was livestreaming meeting video to its FB page. The Citizen-Times did not have a reporter at today's meeting.



Jason Sandford

Froeba, the Omni exec, related a story. After presenting Art Museum officials w/ a \$1.5 million TDA check last week, a museum volunteer said something like, isn't it great to stand on a corner without a hotel on it? "That's what we're up against," Froeba said.



Bryan White

Not surprising. The TDA and those who directly gain from an unchecked tourism industry usually react very badly to criticism from locals. Is there a transcript? Was she threatened?



Mark Starling  
News Director/ Morning Show Host News Radio 570 | Virginia-Carolina Region

iHM Markets Group  
iHeartMedia  
m 828.253.2700 | c 828.423.7485  
Reaching over a quarter billion consumers every month  
Radio/Digital/Outdoor/Mobile/Social/Events

On Nov 20, 2019, at 1:00 PM, Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)> wrote:

## **Jonna Sampson**

---

**From:** Jonna Sampson  
**Sent:** Wednesday, November 20, 2019 1:36 PM  
**To:** BCTDA Board  
**Cc:** Stephanie Brown; Don Warn (Don.Warn@buncombecounty.org); Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Jennifer Kass-Green; Kathi Petersen  
**Subject:** BCTDA: O-Tax Collection Information from Don Warn  
**Attachments:** image001.emz

Good afternoon! Don Warn has asked me to forward this information onto you, which was requested in this morning's BCTDA meeting.

Thank you,

--Jonna

**Jonna Sampson**  
*Executive Operations Manager*

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**From:** Don Warn <Don.Warn@buncombecounty.org>  
**Sent:** Wednesday, November 20, 2019 10:40 AM  
**To:** Jonna Sampson <jsampson@exploreasheville.com>  
**Cc:** Stephanie Brown <sbrown@exploreasheville.com>  
**Subject:** O-Tax Collection Information

Hi Jonna,

Please pass this along to the TDA Board. Collection fee is 1.5% of all Occupancy Tax collections and the total for FY19 on GL was \$379,805. This amount is netted with collections.

Thank you,  
Don



Donald P. Warn  
Finance Director  
200 College Street, 4<sup>th</sup> Floor  
PO Box 7526  
Asheville NC 28801  
Office: 828.250.4137  
Fax: 828.281.7062

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---

## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Wednesday, November 20, 2019 11:50 PM  
**To:** Gary Froeba  
**Subject:** Re: [EXTERNAL] Fwd:

My apologies.

Get [Outlook for iOS](#)

---

**From:** Gary Froeba <gfroeba@omnihotels.com>  
**Sent:** Wednesday, November 20, 2019 11:46:14 PM  
**To:** Stephanie Brown <sbrown@exploreasheville.com>  
**Subject:** Re: [EXTERNAL] Fwd:

Not sure how to take your comment. I went to Pat as she had presented the info. If that bothers you, sorry. I wanted it for talking points tmw morning. I may not be able to make it anyhow so don't worry about interfering with any article. Good luck getting John Boyle to write glowingly about the TDA.  
Sent from my iPhone

On Nov 20, 2019, at 11:19 PM, Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)> wrote:

Gary — I am happy to continue to be the point person for board members. Kathi has been working with John Boyle to try to place a story with this data. That's why I put it on the agenda.

If you have additional ideas for how the CVB should promote this, or anything else, please let me know.

Thanks  
Stephanie

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---

**From:** Pat Kappes <[pkappes@exploreasheville.com](mailto:pkappes@exploreasheville.com)>  
**Sent:** Wednesday, November 20, 2019 10:18 PM  
**To:** Gary Froeba  
**Cc:** Stephanie Brown  
**Subject:** RE:

Here you go! Please let me know if you need this in any other format.

-----Original Message-----

**From:** Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>  
**Sent:** Wednesday, November 20, 2019 6:39 PM  
**To:** Pat Kappes <[pkappes@exploreasheville.com](mailto:pkappes@exploreasheville.com)>  
**Subject:**

Pat, pls send me the graphic slide with the TDA projects supporting downtown. There's a story there. Need it before 9am if you can.



List them for me and their amounts granted please. Thanks.

Sent from my iPhone

<Map-TPDF Projects Downtown Asheville.pdf>

## Jonna Sampson

---

**From:** juliemayfield@avlcouncil.com  
**Sent:** Thursday, November 21, 2019 10:04 PM  
**To:** Jonna Sampson; Stephanie Brown  
**Subject:** Re: BCTDA: 11.20.19 Board Meeting Materials

Hi Stephanie and Jonna - I am sorry I missed the meeting yesterday. Somehow I still had the meeting on my calendar for next week rather than yesterday. My fault for not reading the emails more closely. Please let me know if anything happened that I need to know.

Julie

Sent from my iPad

On Nov 19, 2019, at 10:33 AM, Jonna Sampson <[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)> wrote:

Good morning, BCTDA!

Since Stephanie sent the materials packet out yesterday morning, we've made a few small changes to the meeting minutes and the October and Final June financial statements. Additionally, the October STR report came in mid-afternoon, so we were able to create the Quick List.

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Thanks so much and we'll see most of you tomorrow!

--Jonna

### **Jonna Sampson**

*Executive Operations Manager*

<image001.png>

### **Explore Asheville Convention & Visitors Bureau Buncombe County Tourism Development Authority**

27 College Place | Suite 200 | Asheville, NC 28801

P: 828.258.6111

[jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com)

### **ExploreAsheville.com**

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**From:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Sent:** Monday, November 18, 2019 11:25 AM

**To:** Andrew Celwyn <[andrew@herbiary.com](mailto:andrew@herbiary.com)>; Chip Craig <[chip@greybeardrealty.com](mailto:chip@greybeardrealty.com)>; Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>; Himanshu Karvir (<[hkarvir@holidayinnbiltmore.com](mailto:hkarvir@holidayinnbiltmore.com)>)  
<[hkarvir@holidayinnbiltmore.com](mailto:hkarvir@holidayinnbiltmore.com)>; James Poole <[jpoole@foundryasheville.com](mailto:jpoole@foundryasheville.com)>; Joe Belcher

<joe.belcher@buncombecounty.org>; John Lockett <john.lockett@kesslercollection.com>; John McKibbon <johnm@mckibbon.com>; Jonna Sampson <jsampson@exploreasheville.com>; Julie Mayfield <juliemayfield@avlcouncil.com>; Leah Ashburn <leaha@highlandbrewing.com>; Stephanie Brown <sbrown@exploreasheville.com>; Tom Ruff <truff@biltmore.com>

Cc: Glenn Cox <gcox@exploreasheville.com>; Kathi Petersen <kpetersen@exploreasheville.com>; Marla Tambellini <mtambellini@exploreasheville.com>; Jonna Sampson <jsampson@exploreasheville.com>; Pat Kappes <pkappes@exploreasheville.com>; Dianna Pierce <dpierce@exploreasheville.com>; Jennifer Kass-Green <jgreen@exploreasheville.com>

**Subject:** BCTDA: 11.20.19 Board Meeting Materials

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**Stephanie Pace Brown**

*President & CEO*

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## Jonna Sampson

---

**From:** juliemayfield@avlcouncil.com  
**Sent:** Thursday, November 21, 2019 10:26 PM  
**To:** Jonna Sampson; Stephanie Brown  
**Subject:** Re: BCTDA: 11.20.19 Board Meeting Materials

It seems I missed a dramatic meeting. Just read Himanshu's comments. I am terribly sorry I sent there.

Sent from my iPad

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Julie

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**Cc:** Glenn Cox <[gcox@exploreasheville.com](mailto:gcox@exploreasheville.com)>; Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>; Marla Tambellini <[mtambellini@exploreasheville.com](mailto:mtambellini@exploreasheville.com)>; Jonna Sampson <[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)>; Pat Kappes <[pkappes@exploreasheville.com](mailto:pkappes@exploreasheville.com)>; Dianna Pierce <[dpierce@exploreasheville.com](mailto:dpierce@exploreasheville.com)>; Jennifer Kass-Green <[jgreen@exploreasheville.com](mailto:jgreen@exploreasheville.com)>  
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## Jonna Sampson

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**From:** Jonna Sampson  
**Sent:** Friday, November 22, 2019 12:01 PM  
**To:** juliemayfield@avlcouncil.com; Stephanie Brown  
**Subject:** RE: BCTDA: 11.20.19 Board Meeting Materials

Thanks, Julie. We missed you being there!

**From:** juliemayfield@avlcouncil.com <juliemayfield@avlcouncil.com>  
**Sent:** Thursday, November 21, 2019 10:26 PM  
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**Cc:** Glenn Cox <[gcox@exploreasheville.com](mailto:gcox@exploreasheville.com)>; Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>; Marla Tambellini <[mtambellini@exploreasheville.com](mailto:mtambellini@exploreasheville.com)>; Jonna Sampson <[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)>; Pat Kappes <[pkappes@exploreasheville.com](mailto:pkappes@exploreasheville.com)>; Dianna Pierce <[dpierce@exploreasheville.com](mailto:dpierce@exploreasheville.com)>; Jennifer Kass-Green <[jgreen@exploreasheville.com](mailto:jgreen@exploreasheville.com)>  
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## **Jonna Sampson**

---

**From:** Jonna Sampson  
**Sent:** Friday, November 22, 2019 12:50 PM  
**To:** Kim McCormick  
**Cc:** Pat Kappes; Joe Phelps; 'Gary Froeba (gfroeba@omnihotels.com)'  
**Subject:** Logo

Hi Kim,

The OGPI is a sponsor of our annual holiday party and we are getting ready to send out our first invitation to partners. Can you please send me your latest and greatest color logo that you would like us to use?

Thanks!

--Jonna

**Jonna Sampson**  
*Executive Operations Manager*

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## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Friday, November 22, 2019 3:07 PM  
**To:** Gary Froeba (gfroeba@omnihotels.com)  
**Subject:** touching base

Hi Gary,

Just wanted to let you know that Kathi followed up with the CT about your editorial. Well, they had not received it! So, glad we checked in and hopeful that they will run it online. It is too late for print on Sunday. But, they are running Jeff Greiner's piece. Andrew had a another piece published today.

Kathi is preparing a media summary for the board that we'll try to get to everyone today.

It has actually been a pretty good week. Lots of people are working hard – I heard from Leah, Himanshu and Jim before 10 am today! Ruth Summers is submitting a letter. That's awesome that you got Jim and Himanshu on the radio.

The staff watched the board meeting on Sunshine and I've heard from many that they really appreciated your support for the staff at the end of the meeting – as do I.

I hope you have a great weekend.

Stephanie

**Stephanie Pace Brown**  
*President & CEO*

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## Kathi Petersen

---

**From:** Kathi Petersen  
**Sent:** Friday, November 22, 2019 3:39 PM  
**To:** Blake, Casey  
**Subject:** RE: Editorial in response to Ami Worthen op-ed

Yes, Monday is great. Thank you Casey!

Kathi

---

**From:** Blake, Casey <cblake@citizentimes.com>  
**Sent:** Friday, November 22, 2019 2:48 PM  
**To:** Kathi Petersen <kpetersen@exploreasheville.com>  
**Subject:** Re: Editorial in response to Ami Worthen op-ed

So what say you and your colleagues – is Monday or next Sunday preferred?

**Casey Blake**  
Editor & Columnist

## Citizen Times

PART OF THE USA TODAY NETWORK

Mobile: 828.772.6274  
Office: 828.232.5841  
[cblake@citizentimes.com](mailto:cblake@citizentimes.com)  
Twitter: @CaseyBlakeACT

---

**From:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>  
**Date:** Friday, November 22, 2019 at 2:40 PM  
**To:** "Blake, Casey" <[cblake@citizentimes.com](mailto:cblake@citizentimes.com)>  
**Subject:** RE: Editorial in response to Ami Worthen op-ed

Thanks for the update!

**Kathi M. Petersen**  
*Director of Public Information & Community Engagement*

## Explore ASHEVILLE

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27 College Place | Suite 200 | Asheville, NC 28801  
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**From:** Blake, Casey <[cblake@citizentimes.com](mailto:cblake@citizentimes.com)>  
**Sent:** Friday, November 22, 2019 2:32 PM  
**To:** Kathi Petersen <[kpetersen@exploreasheville.com](mailto:kpetersen@exploreasheville.com)>  
**Subject:** Re: Editorial in response to Ami Worthen op-ed

And if it makes any difference, Jeff Grenier's piece will run online first thing in the morning and in print Sunday, so there will be that presence.

**Casey Blake**  
Editor & Columnist

## Citizen Times

PART OF THE USA TODAY NETWORK

Mobile: 828.772.6274  
Office: 828.232.5841  
[cblake@citizentimes.com](mailto:cblake@citizentimes.com)  
Twitter: @CaseyBlakeACT

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**Subject:** FW: Editorial in response to Ami Worthen op-ed

Casey – Here you go. Thank you. The sooner the better would be much appreciated.

Kathi

---

**From:** Julia Akers <[Julia.Akers@omnihotels.com](mailto:Julia.Akers@omnihotels.com)>  
**Sent:** Tuesday, November 19, 2019 3:49 PM  
**To:** [cblake@citizentimes.com](mailto:cblake@citizentimes.com)  
**Cc:** Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>  
**Subject:** Editorial in response to Ami Worthen op-ed

**Gary Froeba – Editorial in response to Ami Worthen op-ed on Nov. 17, 2019**  
**Please consider posting this online ASAP since it is in response to an editorial that has been online since November 15.**

There's been much to celebrate in our community in recent weeks, which the *Citizen Times* has covered in its pages.

- The Asheville Art Museum reopened with great fanfare; a nonprofit, state-of-the-art, downtown landmark and the culmination of a dream to create the Southeast's premier art museum.
- The Center for Craft, the country's leading nonprofit organization that identifies and convenes craft makers, curators and researchers, launched its National Craft Innovation Hub, a gateway to the other cultural assets found downtown within a few short blocks of one another.

- Across town, the Bob Lewis Ballpark run by the nonprofit Enka Youth Sports Organization completed installation of an extensive new lighting system for its seven ballfields – part of the Enka Recreation Destination, which will connect existing greenways and include the Enka Heritage Trail.
- An eclectic variety of successful local festivals and cultural events took place, including the Blue Ridge Pride Festival, the Appalachian Folk Festival, the Eliada Corn Maze, CiderFest NC, the Craft Fair of the Southern Highlands, and the inaugural Chow Chow culinary festival.

What do these cultural projects, events, facilities, infrastructure, and attractions have in common? They are meant to be enjoyed by local residents as well as visitors.

And, along with dozens of other entities, have received financial support in the millions of dollars from the Buncombe County Tourism Development Authority.

This support has come either from grants through the Tourism Product Development Fund (TPDF) or from the BCTDA's festivals, cultural events, and major events sponsorship program.

Seeing coverage about these projects and events in the *Citizen Times* made it all the more ironic to also read a recent editorial by Ami Worthen in the paper on November 17. In that piece, Ms. Worthen accused the BCTDA of being an institution that “does more harm than good,” saying “our community would be better off without it.”

Tell that to folks associated with the 39 community projects and organizations that have received a total of \$44 million from the TPDF the largest source of funding for these types of projects in Western North Carolina until establishment of the Dogwood Trust.

Those were grants paid with revenue that came from the occupancy taxes paid exclusively by visitors. Not out of your pocket. Not by local government. By visitors.

Explain it to the thousands of attendees at the dozens of festivals and cultural events that have received sponsorship dollars from the BCTDA.

Those dollars came revenue earned from paid advertising on the ExploreAsheville.com website. Not out of your pocket. Not by local government.

Ask the 18,000 local people who work in tourism-related businesses – your neighbors and mine – the value of the BCTDA, a public authority created for the public good to strengthen the local economy, creating jobs, generating tax revenue, and funding facilities and infrastructure.

Funding for the work of the BCTDA comes from visitors. Not out of your pocket. Not by local government.

Funding comes from visitors. The tax singles out hotels and other lodging properties and is paid by people who stay overnight in Buncombe County. It is then invested for the betterment of our community and all of us who live here. It is administered by volunteers – people who live here, who have families here -- appointed by the City and the County.

Talk to the 1,200 local businesses – mostly small, independent ventures – about how they'd feel if the marketing they get at no cost to them, at no cost to you, at no cost to government, were to end. Ask whether they could survive on the patronage of local residents alone.

These businesses and our creative community of artists, crafters, musicians (including Ms. Worthen herself) have all benefited from visitors who come to enjoy what we get to enjoy every day. And that's not coming out of your pocket.

Abolish the TDA, as Ms. Worthen suggests, and there are consequences that she fails to acknowledge.

To put it more personally, think about your favorite local restaurants, breweries, attractions, outfitters, and other independent businesses. Decide which ones you want to see go out of business. Is it a comedy tour bus? A music venue? A gift shop, gallery, river-tubing business, cafe? And which of your family's beloved festivals and cultural events will cease to exist?

We invite you consider the facts about the benefits of tourism. And join us in supporting the Tourism Management & Investment Plan (TMIP), the community engagement process announced by the BCTDA a year ago to better manage tourism and consider revisions to the occupancy tax. The goal is to plan investments for the next decade, while maintaining the character and integrity of the region.

Let's work together to manage tourism in a manner that sustains and enhances quality of life in Buncombe County.

Gary Froeba is the Managing Director of The Omni Grove Park Inn and is currently Chairman of the BCTDA. He is a veteran hotelier with over 44 years of experience and has served on several CVB's as President or on Executive Committees throughout the Southeast.

Gary B. Froeba  
Managing Director  
The Omni Grove Park Inn  
290 Macon Avenue  
Asheville, NC 28804  
[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)  
828-398-3816

.....

**JULIA AKERS**

Director of Marketing Communications  
The Omni Grove Park Inn

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[julia.akers@omnihotels.com](mailto:julia.akers@omnihotels.com)

Stay with Omni. Help end hunger in America. [SayGoodnightToHunger.com](http://SayGoodnightToHunger.com)



## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 7/29/2020 9:00 AM  
**End:** Wed 7/29/2020 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; 'demp@ashevillesports.org'; Jane Anderson; Kit Cramer; Sabrina Presnell Rockoff; Samantha Cole; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
**Optional Attendees:** Demp Bradford; James Poole; Joe Belcher; Stephanie Brown; John McKibbon; Leah Ashburn; John Lockett  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, September 30, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, October 28, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, November 18, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, February 24, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Thursday, March 25, 2021	8:30 a.m. - 5:00 p.m.* Annual Planning Retreat	Explore Asheville CVB, 27 College Pla
Friday, March 26, 2021	8:30 a.m. - 2:00 p.m.* APR & March Mtg	Explore Asheville CVB, 27 College Pla
Wednesday, April 28, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room  
  
**Start:** Wed 8/26/2020 9:00 AM  
**End:** Wed 8/26/2020 11:00 AM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room  
  
**Start:** Wed 9/30/2020 9:00 AM  
**End:** Wed 9/30/2020 11:00 AM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room  
  
**Start:** Wed 10/28/2020 9:00 AM  
**End:** Wed 10/28/2020 11:00 AM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

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Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room  
  
**Start:** Wed 11/18/2020 9:00 AM  
**End:** Wed 11/18/2020 11:00 AM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 12/16/2020 9:00 AM  
**End:** Wed 12/16/2020 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room  
  
**Start:** Wed 1/27/2021 9:00 AM  
**End:** Wed 1/27/2021 11:00 AM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; 'demp@ashevillesports.org'; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
**Optional Attendees:** Demp Bradford; Kathi Petersen; jpoole@foundryasheville.com; Joe Belcher; Stephanie Brown; John Luckett; Leah Wong Ashburn  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room  
  
**Start:** Wed 2/24/2021 9:00 AM  
**End:** Wed 2/24/2021 11:00 AM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla



## Jonna Sampson

---

**Subject:** BCTDA Annual Planning Retreat  
**Location:** TBD or Explore Asheville Board Room

**Start:** Thu 3/25/2021 8:30 AM  
**End:** Thu 3/25/2021 5:00 PM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

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Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Mtg following Annual Planning Retreat  
**Location:** TBD or Explore Asheville Board Room

**Start:** Fri 3/26/2021 8:30 AM  
**End:** Fri 3/26/2021 2:00 PM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room  
**Start:** Wed 4/28/2021 9:00 AM  
**End:** Wed 4/28/2021 11:00 AM  
**Recurrence:** (none)  
**Meeting Status:** Meeting organizer  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

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**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 5/26/2021 9:00 AM  
**End:** Wed 5/26/2021 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, September 30, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, October 28, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, November 18, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, December 16, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, January 27, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, February 24, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Thursday, March 25, 2021	8:30 a.m. - 5:00 p.m.* Annual Planning Retreat	Explore Asheville CVB, 27 College Pla
Friday, March 26, 2021	8:30 a.m. - 2:00 p.m.* APR & March Mtg	Explore Asheville CVB, 27 College Pla
Wednesday, April 28, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 6/30/2021 9:00 AM  
**End:** Wed 6/30/2021 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of chip@greybeardrealty.com  
**Sent:** Friday, November 22, 2019 4:54 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Jun 30, 2021 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**Chip Craig has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Jun 30, 2021 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- Chip Craig - creator
- Kit Cramer
- Sabrina Presnell Rockoff
- Sarah Kilgore
- Dodie Stephens
- Samantha Cole
- Joe Phelps
- Hannah Dosa
- BCTDA Board
- Elizabeth White
- Jane Anderson
- Directors
- 'demp@ashevillesports.org'

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

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Explore Asheville CVB, 27 College Place

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9:00 a.m.  
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9:00 a.m.  
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8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat  
Explore Asheville CVB, 27 College Place  
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8:30 a.m. - 2:00 p.m.\* APR & March Mtg  
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9:00 a.m.  
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9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, June 30, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account [jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com) because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

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## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of chip@greybeardrealty.com  
**Sent:** Friday, November 22, 2019 4:54 PM  
**To:** Jonna Sampson  
**Subject:** Declined: BCTDA Meeting @ Wed Jun 30, 2021 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

### Chip Craig has declined this invitation.

#### BCTDA Meeting

**When** Wed Jun 30, 2021 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- Chip Craig - creator
- Kit Cramer
- Sabrina Presnell Rockoff
- Sarah Kilgore
- Dodie Stephens
- Samantha Cole
- Joe Phelps
- Hannah Dosa
- BCTDA Board
- Elizabeth White
- Jane Anderson
- Directors
- 'demp@ashevillesports.org'

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

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Explore Asheville CVB, 27 College Place

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Explore Asheville CVB, 27 College Place



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9:00 a.m.  
Explore Asheville CVB, 27 College Place

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## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of chip@greybeardrealty.com  
**Sent:** Friday, November 22, 2019 4:54 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Aug 26, 2020 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**Chip Craig has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Aug 26, 2020 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- Chip Craig - creator
- Directors
- Sabrina Presnell Rockoff
- Dodie Stephens
- Joe Phelps
- Kit Cramer
- Elizabeth White
- Samantha Cole
- Jane Anderson
- Hannah Dosa
- BCTDA Board
- Sarah Kilgore
- 'demp@ashevillesports.org'

2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

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## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of chip@greybeardrealty.com  
**Sent:** Friday, November 22, 2019 4:55 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Mtg following Annual Planning Retreat @ Fri Mar 26, 2021 8:30am - 2pm (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**Chip Craig has accepted this invitation.**

### **BCTDA Mtg following Annual Planning Retreat**

**When** Fri Mar 26, 2021 8:30am – 2pm Eastern Time - New York

**Where** TBD or Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- Chip Craig - creator
- Elizabeth White
- Sarah Kilgore
- 'demp@ashevillesports.org'
- BCTDA Board
- Directors
- Kit Cramer
- Jane Anderson
- Hannah Dosa
- Samantha Cole
- Sabrina Presnell Rockoff
- Joe Phelps
- Dodie Stephens

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

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## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of chip@greybeardrealty.com  
**Sent:** Friday, November 22, 2019 4:56 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Annual Planning Retreat @ Thu Mar 25, 2021 8:30am - 5pm (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**Chip Craig has accepted this invitation.**

### **BCTDA Annual Planning Retreat**

**When** Thu Mar 25, 2021 8:30am – 5pm Eastern Time - New York

**Where** TBD or Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- Chip Craig - creator
- Sabrina Presnell Rockoff
- Hannah Dosa
- 'demp@ashevillesports.org'
- Joe Phelps
- Sarah Kilgore
- Samantha Cole
- Dodie Stephens
- BCTDA Board
- Elizabeth White
- Jane Anderson
- Directors
- Kit Cramer

2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

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## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of jpoole@foundryasheville.com  
**Sent:** Friday, November 22, 2019 5:25 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Jun 30, 2021 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Jun 30, 2021 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- jpoole@foundryasheville.com - creator
- Directors
- Kit Cramer
- BCTDA Board
- Sabrina Presnell Rockoff
- Jane Anderson
- Joe Phelps
- Samantha Cole
- Sarah Kilgore
- 'demp@ashevillesports.org'
- Dodie Stephens
- Elizabeth White
- Hannah Dosa

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

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9:00 a.m.

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Wednesday, September 30, 2020

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Wednesday, November 18, 2020

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Wednesday, February 24, 2021

9:00 a.m.

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Thursday, March 25, 2021

8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat

Explore Asheville CVB, 27 College Place

Friday, March 26, 2021

8:30 a.m. - 2:00 p.m.\* APR & March Mtg

Explore Asheville CVB, 27 College Place

Wednesday, April 28, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, May 26, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, June 30, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

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## Jonna Sampson

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**From:** Google Calendar <calendar-notification@google.com> on behalf of jpoole@foundryasheville.com  
**Sent:** Friday, November 22, 2019 5:25 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Mtg following Annual Planning Retreat @ Fri Mar 26, 2021 8:30am - 2pm (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### **BCTDA Mtg following Annual Planning Retreat**

**When** Fri Mar 26, 2021 8:30am – 2pm Eastern Time - New York

**Where** TBD or Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- jpoole@foundryasheville.com - creator
- Elizabeth White
- 'demp@ashevillesports.org'
- BCTDA Board
- Sabrina Presnell Rockoff
- Dodie Stephens
- Kit Cramer
- Jane Anderson
- Joe Phelps
- Hannah Dosa
- Samantha Cole
- Sarah Kilgore
- Directors

2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

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Wednesday, June 30, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place

Invitation from [Google Calendar](#)

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## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of jpoole@foundryasheville.com  
**Sent:** Friday, November 22, 2019 5:26 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Annual Planning Retreat @ Thu Mar 25, 2021 8:30am - 5pm (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### BCTDA Annual Planning Retreat

**When** Thu Mar 25, 2021 8:30am – 5pm Eastern Time - New York

**Where** TBD or Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

- Who**
- Jonna Sampson - organizer
  - jpoole@foundryasheville.com - creator
  - Elizabeth White
  - Sarah Kilgore
  - Directors
  - Hannah Dosa
  - Kit Cramer
  - Sabrina Presnell Rockoff
  - Joe Phelps
  - 'demp@ashevillesports.org'
  - Dodie Stephens
  - Samantha Cole
  - BCTDA Board
  - Jane Anderson

2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

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Wednesday, December 16, 2020  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, January 27, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, February 24, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Thursday, March 25, 2021  
8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat  
Explore Asheville CVB, 27 College Place  
Friday, March 26, 2021  
8:30 a.m. - 2:00 p.m.\* APR & March Mtg  
Explore Asheville CVB, 27 College Place  
Wednesday, April 28, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, May 26, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, June 30, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place

Invitation from [Google Calendar](#)

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## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of jpoole@foundryasheville.com  
**Sent:** Friday, November 22, 2019 5:26 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Apr 28, 2021 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Apr 28, 2021 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- jpoole@foundryasheville.com - creator
- Samantha Cole
- Kit Cramer
- BCTDA Board
- Jane Anderson
- Sarah Kilgore
- Sabrina Presnell Rockoff
- Elizabeth White
- Directors
- Joe Phelps
- 'demp@ashevillesports.org'
- Dodie Stephens
- Hannah Dosa

2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, November 18, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, December 16, 2020  
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9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, June 30, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place

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## Jonna Sampson

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**Sent:** Friday, November 22, 2019 5:26 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Feb 24, 2021 9am - 11am (EST) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Feb 24, 2021 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

- Who**
- Jonna Sampson - organizer
  - jpoole@foundryasheville.com - creator
  - Sarah Kilgore
  - Elizabeth White
  - Dodie Stephens
  - Kit Cramer
  - Joe Phelps
  - Hannah Dosa
  - 'demp@ashevillesports.org'
  - BCTDA Board
  - Directors
  - Samantha Cole
  - Sabrina Presnell Rockoff
  - Jane Anderson

2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

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## Jonna Sampson

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**Sent:** Friday, November 22, 2019 5:26 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Jan 27, 2021 9am - 11am (EST) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Jan 27, 2021 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

- Who**
- Jonna Sampson - organizer
  - jpoole@foundryasheville.com - creator
  - 'demp@ashevillesports.org'
  - Kit Cramer
  - Joe Phelps
  - Hannah Dosa
  - Directors
  - Jane Anderson
  - BCTDA Board
  - Elizabeth White
  - Sarah Kilgore
  - Samantha Cole
  - Sabrina Presnell Rockoff
  - Dodie Stephens

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

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Wednesday, June 30, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place

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## Jonna Sampson

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**Sent:** Friday, November 22, 2019 5:26 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Dec 16, 2020 9am - 11am (EST) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### BCTDA Meeting

**When** Wed Dec 16, 2020 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- jpoole@foundryasheville.com - creator
- Joe Phelps
- Sabrina Presnell Rockoff
- Samantha Cole
- BCTDA Board
- Sarah Kilgore
- Jane Anderson
- Kit Cramer
- Dodie Stephens
- Directors
- Hannah Dosa
- Elizabeth White
- 'demp@ashevillesports.org'

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

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9:00 a.m.

Explore Asheville CVB, 27 College Place

Thursday, March 25, 2021

8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat

Explore Asheville CVB, 27 College Place

Friday, March 26, 2021

8:30 a.m. - 2:00 p.m.\* APR & March Mtg

Explore Asheville CVB, 27 College Place

Wednesday, April 28, 2021

9:00 a.m.

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Wednesday, May 26, 2021

9:00 a.m.

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Wednesday, June 30, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

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## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of jpoole@foundryasheville.com  
**Sent:** Friday, November 22, 2019 5:26 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Nov 18, 2020 9am - 11am (EST) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Nov 18, 2020 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- jpoole@foundryasheville.com - creator
- Elizabeth White
- Jane Anderson
- Samantha Cole
- Dodie Stephens
- Directors
- Sarah Kilgore
- Joe Phelps
- 'demp@ashevillesports.org'
- Hannah Dosa
- BCTDA Board
- Sabrina Presnell Rockoff
- Kit Cramer

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

9:00 a.m.

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Wednesday, January 27, 2021

9:00 a.m.

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Wednesday, February 24, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Thursday, March 25, 2021

8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat

Explore Asheville CVB, 27 College Place

Friday, March 26, 2021

8:30 a.m. - 2:00 p.m.\* APR & March Mtg

Explore Asheville CVB, 27 College Place

Wednesday, April 28, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, May 26, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, June 30, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

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## Jonna Sampson

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**From:** Google Calendar <calendar-notification@google.com> on behalf of jpoole@foundryasheville.com  
**Sent:** Friday, November 22, 2019 5:27 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Oct 28, 2020 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Oct 28, 2020 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- jpoole@foundryasheville.com - creator
- Joe Phelps
- Elizabeth White
- Jane Anderson
- Kit Cramer
- BCTDA Board
- Samantha Cole
- Dodie Stephens
- 'demp@ashevillesports.org'
- Sarah Kilgore
- Sabrina Presnell Rockoff
- Directors
- Hannah Dosa

2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

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9:00 a.m.

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## Jonna Sampson

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**Sent:** Friday, November 22, 2019 5:27 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Sep 30, 2020 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Sep 30, 2020 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

- Who**
- Jonna Sampson - organizer
  - jpoole@foundryasheville.com - creator
  - Dodie Stephens
  - Sabrina Presnell Rockoff
  - Elizabeth White
  - Sarah Kilgore
  - Joe Phelps
  - 'demp@asheillesports.org'
  - Hannah Dosa
  - Jane Anderson
  - Samantha Cole
  - Kit Cramer
  - BCTDA Board
  - Directors

2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

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**Sent:** Friday, November 22, 2019 5:27 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Jul 29, 2020 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Jul 29, 2020 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

- Who**
- Jonna Sampson - organizer
  - jpoole@foundryasheville.com - creator
  - 'demp@ashevillesports.org'
  - Joe Phelps
  - Sabrina Presnell Rockoff
  - Sarah Kilgore
  - Elizabeth White
  - Hannah Dosa
  - Dodie Stephens
  - Samantha Cole
  - Directors
  - Kit Cramer
  - BCTDA Board
  - Jane Anderson

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

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8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat

Explore Asheville CVB, 27 College Place

Friday, March 26, 2021

8:30 a.m. - 2:00 p.m.\* APR & March Mtg

Explore Asheville CVB, 27 College Place

Wednesday, April 28, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, May 26, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, June 30, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

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## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of jpoole@foundryasheville.com  
**Sent:** Friday, November 22, 2019 5:27 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Aug 26, 2020 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**jpoole@foundryasheville.com has accepted this invitation.**

### BCTDA Meeting

**When** Wed Aug 26, 2020 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- jpoole@foundryasheville.com - creator
- Dodie Stephens
- Jane Anderson
- Sarah Kilgore
- 'demp@ashevillesports.org'
- Samantha Cole
- Elizabeth White
- Kit Cramer
- Sabrina Presnell Rockoff
- BCTDA Board
- Hannah Dosa
- Joe Phelps
- Directors

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, November 18, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, December 16, 2020  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, January 27, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, February 24, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Thursday, March 25, 2021  
8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat  
Explore Asheville CVB, 27 College Place  
Friday, March 26, 2021  
8:30 a.m. - 2:00 p.m.\* APR & March Mtg  
Explore Asheville CVB, 27 College Place  
Wednesday, April 28, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, May 26, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, June 30, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account [jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com) because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More.](#)

## Jonna Sampson

---

**From:** Joe Belcher <Joe.Belcher@buncombecounty.org>  
**Sent:** Friday, November 22, 2019 6:43 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting



## **Jonna Sampson**

---

**From:** Joe Belcher <Joe.Belcher@buncombecounty.org>  
**Sent:** Friday, November 22, 2019 6:43 PM  
**To:** Jonna Sampson  
**Subject:** Tentative: BCTDA Meeting

## **Jonna Sampson**

---

**From:** John McKibbon <johnm@mckibbon.com>  
**Sent:** Friday, November 22, 2019 11:32 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting

## Jonna Sampson

---

**From:** Leah Wong Ashburn <leaha@highlandbrewing.com>  
**Sent:** Saturday, November 23, 2019 8:47 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting

## Jonna Sampson

---

**From:** John Lockett <John.Lockett@kesslercollection.com>  
**Sent:** Saturday, November 23, 2019 9:53 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting  
**Attachments:** Corp\_Signature\_Logo\_2b222f00-3219-4cf0-bfc9-4c92e19d95ba1.png

---

### John Lockett

Chief Operating Officer  
D: 407-996-9962  
4901 Vineland Rd, Ste 650  
Orlando, FL 32811

THE *Kessler* COLLECTION

<http://www.kesslercollection.com>

The information contained in this email may contain confidential, trade secret and/or privileged material and has been sent for the sole use of the intended recipient(s). If you have received this information in error, please reply to the sender, delete this message immediately and do not review, retransmit, disclose, use or rely upon the information contained herein.

## Jonna Sampson

---

**From:** John Lockett <John.Lockett@kesslercollection.com>  
**Sent:** Saturday, November 23, 2019 9:53 PM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting  
**Attachments:** Corp\_Signature\_Logo\_2b222f00-3219-4cf0-bfc9-4c92e19d95ba1.png

---

### John Lockett

Chief Operating Officer  
D: 407-996-9962  
4901 Vineland Rd, Ste 650  
Orlando, FL 32811

THE *Kessler* COLLECTION

<http://www.kesslercollection.com>

The information contained in this email may contain confidential, trade secret and/or privileged material and has been sent for the sole use of the intended recipient(s). If you have received this information in error, please reply to the sender, delete this message immediately and do not review, retransmit, disclose, use or rely upon the information contained herein.

## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Sunday, November 24, 2019 8:59 AM  
**To:** Leah Ashburn  
**Subject:** Thanks and a request

Hi Leah,

Thank you for the Cold Mountain! Everyone really appreciated the end of week treat.

I have a small request for you. Are you available to talk by phone Monday at 1:00?

Thanks,  
Stephanie

**Stephanie Pace Brown**  
*President & CEO*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**

27 College Place | Asheville, NC 28801

P: 828.258.6104

[sbrown@ExploreAsheville.com](mailto:sbrown@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

*Correspondence to and from this email address is subject to the North Carolina Public Records Law and may be disclosed to third parties.*

## Jonna Sampson

---

**From:** Leah Ashburn <leaha@highlandbrewing.com>  
**Sent:** Sunday, November 24, 2019 11:06 AM  
**To:** Jonna Sampson  
**Subject:** Accepted: Stephanie and Leah phone call

## Jonna Sampson

---

**From:** Julie Mayfield <juliemayfield@avlcouncil.com>  
**Sent:** Sunday, November 24, 2019 11:08 AM  
**To:** Jonna Sampson  
**Cc:** Julie Mayfield  
**Subject:** RE: BCTDA Meeting

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Jonna – can you also send these to my mountaintrue email, cc'd above, so it shows up on that calendar too?  
Thanks.

-----Original Appointment-----

**From:** Jonna Sampson [mailto:jsampson@exploreasheville.com]  
**Sent:** Friday, November 22, 2019 4:33 PM  
**To:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; 'demp@ashevillesports.org'; Jane Anderson; Kit Cramer; Sabrina Presnell Rockoff; Samantha Cole; Joe Phelps; Hannah Dosa  
**Subject:** BCTDA Meeting  
**When:** Wednesday, July 29, 2020 9:00 AM-11:00 AM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Explore Asheville Board Room

### 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020



9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, November 18, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, December 16, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, January 27, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, February 24, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Thursday, March 25, 2021

8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat

Explore Asheville CVB, 27 College Place

Friday, March 26, 2021

8:30 a.m. - 2:00 p.m.\* APR & March Mtg

Explore Asheville CVB, 27 College Place

Wednesday, April 28, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, May 26, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, June 30, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

## **Jonna Sampson**

---

**From:** Leah Wong Ashburn <leaha@highlandbrewing.com>  
**Sent:** Sunday, November 24, 2019 12:12 PM  
**To:** Jonna Sampson  
**Subject:** Tentative: BCTDA Meeting

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 7/29/2020 9:00 AM  
**End:** Wed 7/29/2020 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; 'demp@ashevillesports.org'; Jane Anderson; Kit Cramer; Sabrina Presnell Rockoff; Samantha Cole; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
**Optional Attendees:** Demp Bradford; James Poole; Joe Belcher; Stephanie Brown; John McKibbon; Leah Ashburn; John Luckett  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 8/26/2020 9:00 AM  
**End:** Wed 8/26/2020 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 9/30/2020 9:00 AM  
**End:** Wed 9/30/2020 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, January 27, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 10/28/2020 9:00 AM  
**End:** Wed 10/28/2020 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, November 18, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 11/18/2020 9:00 AM  
**End:** Wed 11/18/2020 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla



## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 12/16/2020 9:00 AM  
**End:** Wed 12/16/2020 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room  
  
**Start:** Wed 1/27/2021 9:00 AM  
**End:** Wed 1/27/2021 11:00 AM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; 'demp@ashevillesports.org'; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
**Optional Attendees:** Demp Bradford; Kathi Petersen; jpoole@foundryasheville.com; Joe Belcher; Stephanie Brown; John Lockett; Leah Wong Ashburn  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 2/24/2021 9:00 AM  
**End:** Wed 2/24/2021 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Annual Planning Retreat  
**Location:** TBD or Explore Asheville Board Room

**Start:** Thu 3/25/2021 8:30 AM  
**End:** Thu 3/25/2021 5:00 PM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, September 30, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, October 28, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, November 18, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, December 16, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, January 27, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, February 24, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Thursday, March 25, 2021	8:30 a.m. - 5:00 p.m.* Annual Planning Retreat	Explore Asheville CVB, 27 College Pla
Friday, March 26, 2021	8:30 a.m. - 2:00 p.m.* APR & March Mtg	Explore Asheville CVB, 27 College Pla
Wednesday, April 28, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Mtg following Annual Planning Retreat  
**Location:** TBD or Explore Asheville Board Room  
  
**Start:** Fri 3/26/2021 8:30 AM  
**End:** Fri 3/26/2021 2:00 PM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, September 30, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, October 28, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, November 18, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, April 28, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room  
  
**Start:** Wed 4/28/2021 9:00 AM  
**End:** Wed 4/28/2021 11:00 AM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 5/26/2021 9:00 AM  
**End:** Wed 5/26/2021 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org  
**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla

## Jonna Sampson

---

**Subject:** BCTDA Meeting  
**Location:** Explore Asheville Board Room

**Start:** Wed 6/30/2021 9:00 AM  
**End:** Wed 6/30/2021 11:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna Sampson  
**Required Attendees:** BCTDA Board; Directors; Dodie Stephens; Elizabeth White; Sarah Kilgore; Demp Bradford; Jane Anderson; Kit Cramer; Samantha Cole; Sabrina Presnell Rockoff; Joe Phelps; Hannah Dosa (hdosa@exploreasheville.com); julie@mountaintrue.org

**Resources:** Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location
Wednesday, July 29, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, August 26, 2020	9:00 a.m.	Explore Asheville CVB, 27 College Pla
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Wednesday, April 28, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, May 26, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla
Wednesday, June 30, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Pla



## Jonna Sampson

---

**Subject:** BCTDA Mtg  
**Location:** Board Room

**Start:** Wed 1/29/2020 9:00 AM  
**End:** Wed 1/29/2020 11:00 AM

**Recurrence:** Monthly  
**Recurrence Pattern:** the last Wednesday of every 1 month(s) from 9:00 AM to 11:00 AM

**Meeting Status:** Meeting organizer

**Organizer:** Jonna (Reiff) Sampson  
**Required Attendees:** Stephanie Brown; Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Sarah Kilgore; Dodie Stephens; Cat Kessler; 'Demp Bradford (demp@ashevillessportscommission.com)'; Jane Anderson; Andrew Celwyn; Chip Craig (chip@greybeardrealty.com); Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir (hkarvir@holidayinnbiltmore.com); Jim Muth (jim.muth@muthmail.com); Joe Belcher (joe.belcher@buncombecounty.org); John Lockett (john.lockett@kesslercollection.com); John McKibbon (johnm@mckibbon.com); Julie Mayfield (juliemayfield@avlcouncil.com); Leah Ashburn; Tom Ruff (truff@biltmore.com); Kit Cramer; Richard Kort; Joe Phelps; Jennifer Kass-Green; James Poole; julie@mountaintrue.org

**Optional Attendees:** Hannah Dosa (hdosa@exploreasheville.com); Samantha Cole; Kathi Petersen; Sabrina Presnell Rockoff

**Resources:** Board Room

Greetings! Sending BCTDA meeting appointments for FY 2019-20. Most are recurring on the last Wednesday of each month with some exceptions. There is no need to send me a response, as I will continue to send an email requesting RSVPs prior to each meeting.

Thank you! -Jonna

**Jonna Sampson**  
*Executive Operations Manager*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**

27 College Place, Suite 200 | Asheville, NC 28801

P: 828.258.6111

[jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

## **Jonna Sampson**

---

**Subject:** BCTDA Mtg  
**Location:** Board Room

**Start:** Wed 2/26/2020 9:00 AM  
**End:** Wed 2/26/2020 11:00 AM

**Recurrence:** Monthly  
**Recurrence Pattern:** the last Wednesday of every 1 month(s) from 9:00 AM to 11:00 AM

**Meeting Status:** Meeting organizer

**Organizer:** Jonna (Reiff) Sampson  
**Required Attendees:** Stephanie Brown; Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Sarah Kilgore; Dodie Stephens; Cat Kessler; 'Demp Bradford (demp@ashevillesportscommission.com)'; Jane Anderson; Andrew Celwyn; Chip Craig (chip@greybeardrealty.com); Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir (hkarvir@holidayinnbiltmore.com); Jim Muth (jim.muth@muthmail.com); Joe Belcher (joe.belcher@buncombecounty.org); John Lockett (john.lockett@kesslercollection.com); John McKibbon (johnm@mckibbon.com); Julie Mayfield (juliemayfield@avlcouncil.com); Leah Ashburn; Tom Ruff (truff@biltmore.com); Kit Cramer; Richard Kort; Joe Phelps; Jennifer Kass-Green; James Poole; julie@mountaintrue.org

**Optional Attendees:** Hannah Dosa (hdosa@exploreasheville.com); Samantha Cole; Kathi Petersen; Sabrina Presnell Rockoff

**Resources:** Board Room

Greetings! Sending BCTDA meeting appointments for FY 2019-20. Most are recurring on the last Wednesday of each month with some exceptions. There is no need to send me a response, as I will continue to send an email requesting RSVPs prior to each meeting.

Thank you! -Jonna

**Jonna Sampson**  
*Executive Operations Manager*

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[jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

## Jonna Sampson

---

**Subject:** BCTDA Annual Planning Retreat - Day 1  
**Location:** Board Room or TBA

**Start:** Thu 3/26/2020 8:30 AM  
**End:** Thu 3/26/2020 5:00 PM

**Recurrence:** Monthly  
**Recurrence Pattern:** the last Wednesday of every 1 month(s) from 9:00 AM to 11:00 AM

**Meeting Status:** Meeting organizer

**Organizer:** Jonna (Reiff) Sampson  
**Required Attendees:** Stephanie Brown; Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Sarah Kilgore; Dodie Stephens; Cat Kessler; 'Demp Bradford (demp@ashevillessportscommission.com); Jane Anderson; Andrew Celwyn; Chip Craig (chip@greybeardrealty.com); Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir (hkarvir@holidayinnbiltmore.com); Jim Muth (jim.muth@muthmail.com); Joe Belcher (joe.belcher@buncombecounty.org); John Lockett (john.lockett@kesslercollection.com); John McKibbon (johnm@mckibbon.com); Julie Mayfield (juliemayfield@avlcouncil.com); Leah Ashburn; Tom Ruff (truff@biltmore.com); Kit Cramer; Richard Kort; Joe Phelps; Jennifer Kass-Green; James Poole; julie@mountaintrue.org

**Optional Attendees:** Hannah Dosa (hdosa@exploreasheville.com); Samantha Cole; Kathi Petersen; Sabrina Presnell Rockoff

**Resources:** Board Room

Greetings! Sending BCTDA meeting appointments for FY 2019-20. Most are recurring on the last Wednesday of each month, but there are some exceptions which I will update. There is no need to send me a response, as I will continue to send an email requesting RSVPs prior to each meeting.

Thank you! -Jonna

**Jonna (Reiff) Sampson**  
*Executive Operations Manager*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**

27 College Place, Suite 200 | Asheville, NC 28801

P: 828.258.6111

[jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

*Correspondence to and from this email address is subject to the North Carolina Public Records Law and may be disclosed to third parties.*

## Jonna Sampson

---

**Subject:** BCTDA Annual Planning Retreat - Day 2  
**Location:** Board Room or TBA

**Start:** Fri 3/27/2020 8:30 AM  
**End:** Fri 3/27/2020 2:00 PM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Jonna (Reiff) Sampson  
**Required Attendees:** Stephanie Brown; Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Sarah Kilgore; Dodie Stephens; Cat Kessler; 'Demp Bradford (demp@ashevillesportscommission.com); Jane Anderson; Andrew Celwyn; Chip Craig (chip@greybeardrealty.com); Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir (hkarvir@holidayinnbiltmore.com); Jim Muth (jim.muth@muthmail.com); Joe Belcher (joe.belcher@buncombecounty.org); John Lockett (john.lockett@kesslercollection.com); John McKibbon (johnm@mckibbon.com); Julie Mayfield (juliemayfield@avlcouncil.com); Leah Ashburn; Tom Ruff (truff@biltmore.com); Richard Kort; Kit Cramer; Joe Phelps; Jennifer Kass-Green; julie@mountaintrue.org

**Optional Attendees:** Kathi Petersen; James Poole; Sabrina Presnell Rockoff  
**Resources:** Board Room

**Jonna Sampson**  
*Executive Operations Manager*

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## Jonna Sampson

---

**Subject:** BCTDA Mtg  
**Location:** Board Room

**Start:** Wed 4/29/2020 9:00 AM  
**End:** Wed 4/29/2020 11:00 AM

**Recurrence:** Monthly  
**Recurrence Pattern:** the last Wednesday of every 1 month(s) from 9:00 AM to 11:00 AM

**Meeting Status:** Meeting organizer

**Organizer:** Jonna (Reiff) Sampson  
**Required Attendees:** Stephanie Brown; Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Sarah Kilgore; Dodie Stephens; Cat Kessler; 'Demp Bradford (demp@ashevillesportscommission.com)'; Jane Anderson; Andrew Celwyn; Chip Craig (chip@greybeardrealty.com); Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir (hkarvir@holidayinnbiltmore.com); Jim Muth (jim.muth@muthmail.com); Joe Belcher (joe.belcher@buncombecounty.org); John Lockett (john.lockett@kesslercollection.com); John McKibbon (johnm@mckibbon.com); Julie Mayfield (juliemayfield@avlcouncil.com); Leah Ashburn; Tom Ruff (truff@biltmore.com); Kit Cramer; Richard Kort; Joe Phelps; Jennifer Kass-Green; James Poole; julie@mountaintrue.org

**Optional Attendees:** Hannah Dosa (hdosa@exploreasheville.com); Samantha Cole; Kathi Petersen; Sabrina Presnell Rockoff

**Resources:** Board Room

Greetings! Sending BCTDA meeting appointments for FY 2019-20. Most are recurring on the last Wednesday of each month with some exceptions. There is no need to send me a response, as I will continue to send an email requesting RSVPs prior to each meeting.

Thank you! -Jonna

**Jonna Sampson**  
*Executive Operations Manager*

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**[ExploreAsheville.com](http://ExploreAsheville.com)**

## Jonna Sampson

---

**Subject:** BCTDA Mtg  
**Location:** Board Room

**Start:** Wed 5/27/2020 9:00 AM  
**End:** Wed 5/27/2020 11:00 AM

**Recurrence:** Monthly  
**Recurrence Pattern:** the last Wednesday of every 1 month(s) from 9:00 AM to 11:00 AM

**Meeting Status:** Meeting organizer

**Organizer:** Jonna (Reiff) Sampson  
**Required Attendees:** Stephanie Brown; Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Sarah Kilgore; Dodie Stephens; Cat Kessler; 'Demp Bradford (demp@ashevillesportscommission.com); Jane Anderson; Andrew Celwyn; Chip Craig (chip@greybeardrealty.com); Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir (hkarvir@holidayinnbiltmore.com); Jim Muth (jim.muth@muthmail.com); Joe Belcher (joe.belcher@buncombecounty.org); John Lockett (john.lockett@kesslercollection.com); John McKibbon (johnm@mckibbon.com); Julie Mayfield (juliemayfield@avlcouncil.com); Leah Ashburn; Tom Ruff (truff@biltmore.com); Kit Cramer; Richard Kort; Joe Phelps; Jennifer Kass-Green; James Poole; julie@mountaintrue.org

**Optional Attendees:** Hannah Dosa (hdosa@exploreasheville.com); Samantha Cole; Kathi Petersen; Sabrina Presnell Rockoff

**Resources:** Board Room

Greetings! Sending BCTDA meeting appointments for FY 2019-20. Most are recurring on the last Wednesday of each month with some exceptions. There is no need to send me a response, as I will continue to send an email requesting RSVPs prior to each meeting.

Thank you! -Jonna

**Jonna Sampson**  
*Executive Operations Manager*

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[jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

## Jonna Sampson

---

**Subject:** BCTDA Mtg  
**Location:** Board Room

**Start:** Wed 6/24/2020 9:00 AM  
**End:** Wed 6/24/2020 11:00 AM

**Recurrence:** Monthly  
**Recurrence Pattern:** the last Wednesday of every 1 month(s) from 9:00 AM to 11:00 AM

**Meeting Status:** Meeting organizer

**Organizer:** Jonna (Reiff) Sampson  
**Required Attendees:** Stephanie Brown; Marla Tambellini; Dianna Pierce; Pat Kappes; Glenn Cox; Sarah Kilgore; Dodie Stephens; Cat Kessler; 'Demp Bradford (demp@ashevillesportscommission.com)'; Jane Anderson; Andrew Celwyn; Chip Craig (chip@greybeardrealty.com); Gary Froeba (gfroeba@omnihotels.com); Himanshu Karvir (hkarvir@holidayinnbiltmore.com); Jim Muth (jim.muth@muthmail.com); Joe Belcher (joe.belcher@buncombecounty.org); John Lockett (john.lockett@kesslercollection.com); John McKibbon (johnm@mckibbon.com); Julie Mayfield (juliemayfield@avlcouncil.com); Leah Ashburn; Tom Ruff (truff@biltmore.com); Kit Cramer; Richard Kort; Joe Phelps; Jennifer Kass-Green; James Poole; julie@mountaintrue.org

**Optional Attendees:** Hannah Dosa (hdosa@exploreasheville.com); Samantha Cole; Kathi Petersen; Sabrina Presnell Rockoff

**Resources:** Board Room

Greetings! Sending BCTDA meeting appointments for FY 2019-20. Most are recurring on the last Wednesday of each month with some exceptions. There is no need to send me a response, as I will continue to send an email requesting RSVPs prior to each meeting.

Thank you! -Jonna

**Jonna Sampson**  
*Executive Operations Manager*

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## Jonna Sampson

---

**From:** Jonna Sampson  
**Sent:** Monday, November 25, 2019 9:54 AM  
**To:** Julie Mayfield  
**Cc:** Julie Mayfield  
**Subject:** RE: BCTDA Meeting

Hi Julie – I have sent all of the BCTDA meeting calendar invites through June 2021 to your MountainTrue email address.

There may be a conflict with the March 2020 Annual Planning retreat and board meeting dates. We'll find that out ASAP and let everyone know if the dates need to change.

Thanks!

--Jonna

---

**From:** Julie Mayfield <juliemayfield@avlcouncil.com>  
**Sent:** Sunday, November 24, 2019 11:08 AM  
**To:** Jonna Sampson <jsampson@exploreasheville.com>  
**Cc:** Julie Mayfield <julie@mountaintrue.org>  
**Subject:** RE: BCTDA Meeting

Hi Jonna – can you also send these to my mountaintrue email, cc'd above, so it shows up on that calendar too?  
Thanks.

-----Original Appointment-----

**From:** Jonna Sampson [<mailto:jsampson@exploreasheville.com>]  
**Sent:** Friday, November 22, 2019 4:33 PM  
**To:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; 'demp@asheillesports.org'; Jane Anderson; Kit Cramer; Sabrina Presnell Rockoff; Samantha Cole; Joe Phelps; Hannah Dosa  
**Subject:** BCTDA Meeting  
**When:** Wednesday, July 29, 2020 9:00 AM-11:00 AM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Explore Asheville Board Room

### 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**



Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, November 18, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, December 16, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, January 27, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, February 24, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Thursday, March 25, 2021

8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat

Explore Asheville CVB, 27 College Place

Friday, March 26, 2021

8:30 a.m. - 2:00 p.m.\* APR & March Mtg

Explore Asheville CVB, 27 College Place

Wednesday, April 28, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, May 26, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, June 30, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

## Jonna Sampson

---

**From:** julie@mountaintrue.org  
**Sent:** Monday, November 25, 2019 10:51 AM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting

## Jonna Sampson

---

**From:** Julie Mayfield <julie@mountaintrue.org>  
**Sent:** Monday, November 25, 2019 10:52 AM  
**To:** Jonna Sampson  
**Subject:** RE: BCTDA Meeting

Thank you!

**From:** Jonna Sampson [mailto:[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)]  
**Sent:** Monday, November 25, 2019 9:54 AM  
**To:** Julie Mayfield <[juliemayfield@avlcouncil.com](mailto:juliemayfield@avlcouncil.com)>  
**Cc:** Julie Mayfield <[julie@mountaintrue.org](mailto:julie@mountaintrue.org)>  
**Subject:** RE: BCTDA Meeting

Hi Julie – I have sent all of the BCTDA meeting calendar invites through June 2021 to your MountainTrue email address.

There may be a conflict with the March 2020 Annual Planning retreat and board meeting dates. We'll find that out ASAP and let everyone know if the dates need to change.

Thanks!

--Jonna

---

**From:** Julie Mayfield <[juliemayfield@avlcouncil.com](mailto:juliemayfield@avlcouncil.com)>  
**Sent:** Sunday, November 24, 2019 11:08 AM  
**To:** Jonna Sampson <[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)>  
**Cc:** Julie Mayfield <[julie@mountaintrue.org](mailto:julie@mountaintrue.org)>  
**Subject:** RE: BCTDA Meeting

Hi Jonna – can you also send these to my mountaintrue email, cc'd above, so it shows up on that calendar too? Thanks.

-----Original Appointment-----

**From:** Jonna Sampson [mailto:[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)]  
**Sent:** Friday, November 22, 2019 4:33 PM  
**To:** BCTDA Board; Directors; Dodie Stephens; Sarah Kilgore; Elizabeth White; '[demp@ashevillesports.org](mailto:demp@ashevillesports.org)'; Jane Anderson; Kit Cramer; Sabrina Presnell Rockoff; Samantha Cole; Joe Phelps; Hannah Dosa  
**Subject:** BCTDA Meeting  
**When:** Wednesday, July 29, 2020 9:00 AM-11:00 AM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Explore Asheville Board Room

## 2020-21 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, November 18, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, December 16, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, January 27, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, February 24, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Thursday, March 25, 2021

8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat

Explore Asheville CVB, 27 College Place

Friday, March 26, 2021

8:30 a.m. - 2:00 p.m.\* APR & March Mtg

Explore Asheville CVB, 27 College Place

Wednesday, April 28, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, May 26, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, June 30, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of julie@mountaintrue.org  
**Sent:** Monday, November 25, 2019 10:54 AM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Meeting @ Wed Jul 29, 2020 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

**Julie Mayfield has accepted this invitation.**

### **BCTDA Meeting**

**When** Wed Jul 29, 2020 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

- Who**
- Jonna Sampson - organizer
  - Julie Mayfield - creator
  - Dodie Stephens
  - Sabrina Presnell Rockoff
  - Sarah Kilgore
  - BCTDA Board
  - Elizabeth White
  - Jane Anderson
  - Samantha Cole
  - 'demp@ashevillesports.org'
  - Kit Cramer
  - Joe Phelps
  - Hannah Dosa
  - Directors

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, October 28, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, November 18, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, December 16, 2020  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, January 27, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, February 24, 2021  
9:00 a.m.  
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Thursday, March 25, 2021  
8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat  
Explore Asheville CVB, 27 College Place  
Friday, March 26, 2021  
8:30 a.m. - 2:00 p.m.\* APR & March Mtg  
Explore Asheville CVB, 27 College Place  
Wednesday, April 28, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, May 26, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, June 30, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account [jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com) because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More](#).



## Jonna Sampson

---

**From:** julie@mountaintrue.org  
**Sent:** Monday, November 25, 2019 10:54 AM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Mtg

## Jonna Sampson

---

**From:** julie@mountaintrue.org  
**Sent:** Monday, November 25, 2019 10:55 AM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Annual Planning Retreat - Day 2

## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of julie@mountaintrue.org  
**Sent:** Monday, November 25, 2019 10:56 AM  
**To:** Jonna Sampson  
**Subject:** Declined: BCTDA Meeting @ Wed Feb 24, 2021 9am - 11am (EST) (Jonna Sampson)  
**Attachments:** invite.ics

### Julie Mayfield has declined this invitation.

#### BCTDA Meeting

**When** Wed Feb 24, 2021 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- Julie Mayfield - creator
- Samantha Cole
- Sarah Kilgore
- Joe Phelps
- Hannah Dosa
- Elizabeth White
- 'demp@ashevillesports.org'
- BCTDA Board
- Dodie Stephens
- Directors
- Sabrina Presnell Rockoff
- Kit Cramer
- Jane Anderson

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date

Time

Location

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

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9:00 a.m.  
Explore Asheville CVB, 27 College Place  
Wednesday, June 30, 2021  
9:00 a.m.  
Explore Asheville CVB, 27 College Place

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account [jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com) because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More](#).

## Jonna Sampson

---

**From:** julie@mountaintrue.org  
**Sent:** Monday, November 25, 2019 10:54 AM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Mtg

## Jonna Sampson

---

**From:** julie@mountaintrue.org  
**Sent:** Monday, November 25, 2019 10:54 AM  
**To:** Jonna Sampson  
**Subject:** Accepted: BCTDA Mtg

## Jonna Sampson

---

**From:** Google Calendar <calendar-notification@google.com> on behalf of julie@mountaintrue.org  
**Sent:** Monday, November 25, 2019 10:56 AM  
**To:** Jonna Sampson  
**Subject:** Declined: BCTDA Meeting @ Wed Apr 28, 2021 9am - 11am (EDT) (Jonna Sampson)  
**Attachments:** invite.ics

### Julie Mayfield has declined this invitation.

#### BCTDA Meeting

**When** Wed Apr 28, 2021 9am – 11am Eastern Time - New York

**Where** Explore Asheville Board Room, Board Room ([map](#))

**Calendar** Jonna Sampson

**Who**

- Jonna Sampson - organizer
- Julie Mayfield - creator
- Jane Anderson
- Sabrina Presnell Rockoff
- Kit Cramer
- Sarah Kilgore
- Samantha Cole
- Hannah Dosa
- Joe Phelps
- BCTDA Board
- Dodie Stephens
- Directors
- Elizabeth White
- 'demp@ashevillesports.org'

2020-21 BCTDA Board Meeting Schedule  
[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

**Date**

**Time**

**Location**

Wednesday, July 29, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, August 26, 2020

9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, September 30, 2020

9:00 a.m.

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Explore Asheville CVB, 27 College Place

Wednesday, February 24, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Thursday, March 25, 2021

8:30 a.m. - 5:00 p.m.\* Annual Planning Retreat

Explore Asheville CVB, 27 College Place

Friday, March 26, 2021

8:30 a.m. - 2:00 p.m.\* APR & March Mtg

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9:00 a.m.

Explore Asheville CVB, 27 College Place

Wednesday, June 30, 2021

9:00 a.m.

Explore Asheville CVB, 27 College Place

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account [jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com) because you are an attendee of this event.

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## Stephanie Brown

---

**From:** Gary Froeba <gfroeba@omnihotels.com>  
**Sent:** Monday, November 25, 2019 12:22 PM  
**To:** Stephanie Brown  
**Subject:** Re: [EXTERNAL] FW: Asheville can't turn its back on tourism. We need it to survive | OPINION

Nice. Thanks for sharing.

Sent from my iPhone

On Nov 25, 2019, at 11:15 AM, Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)> wrote:

Love this 🍷

**From:** DAVID NUTTER <[dnutter@aol.com](mailto:dnutter@aol.com)>  
**Sent:** Monday, November 25, 2019 9:18 AM  
**To:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>; Esther Manheimer <[esthermanheimer@avlcouncil.com](mailto:esthermanheimer@avlcouncil.com)>  
**Subject:** Re: Asheville can't turn its back on tourism. We need it to survive | OPINION

We are in the Grove Park Inn's historic main hotel in a room facing east to the Mountains. Curt Davis, the Night Resort Manager, nicely sought us out at dinner at our 13 Au View table.

We used the occasion to talk with him about the December 7th Montford Holiday Tour of Homes, assisted by an Explore Asheville TDA grant. We said we would like to leave our rack cards and poster. He said to mention him when we spoke to the concierge.

This morning we witnessed the Blue Ridge rising through the mists, first the mountain peaks and not too much later downtown Asheville, astonishingly white, led by the glowing Arras tall and proud.

Now the sun is covering the earth with only a thin mist still clinging to the mountain faces.

A report from the Grove Park Inn from Asheville tourists!

Best,

Dave

David G. Nutter, AICP  
Life Member, American Institute of Certified Planners  
Nutter Associates, Community Planners & Development Professionals  
169 Flint Street  
Asheville, NC, 28801  
Tel. 828-505-8242  
Cell 828-279-1820

On Nov 24, 2019, at 6:43 PM, Stephanie Brown <[SBrown@exploreasheville.com](mailto:SBrown@exploreasheville.com)> wrote:

I love that! Those chairs are iconic.

I hope you have a very happy birthday. The chocolate cake is special 🍫

**From:** DAVID NUTTER <[dnutter@aol.com](mailto:dnutter@aol.com)>

**Sent:** Sunday, November 24, 2019 4:39 PM

**To:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Subject:** Re: Asheville can't turn its back on tourism. We need it to survive | OPINION

Talk about tourism with esprit! We - birthday present - are now staying in a 5th floor "historic" Arts & Crafts room - painted Hubbard squash - at the GPI. Did I mention to you that my family, as part owners of the Old Hickory Furniture Company of - then - Martinsville, Indiana - once supplied their Andrew Jackson chairs time the GPI?

Dave

David G. Nutter, AICP

Life Member, American Institute of Certified Planners

Nutter Associates, Community Planners & Development Professionals

169 Flint Street

Asheville, NC, 28801

Tel. 828-505-8242

Cell 828-279-1820

On Nov 24, 2019, at 2:31 PM, Stephanie Brown  
<[SBrown@exploreasheville.com](mailto:SBrown@exploreasheville.com)> wrote:

That sounds good. I'm available to support that effort.

Get [Outlook for iOS](#)

---

**From:** Dave Nutter <[dnutter@aol.com](mailto:dnutter@aol.com)>

**Sent:** Sunday, November 24, 2019 11:04:57 AM

**To:** Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>

**Subject:** Fwd: Asheville can't turn its back on tourism. We need it to survive | OPINION

Stephanie:

Nice op-editorial this morning.

If I can find the words - not incendiary - to say it, I would like to write one about marrying idealism to realism, quite challenging here.

In it I would also need to point out that no one to my knowledge is doing any serious, organized thinking about modifying the destiny of Asheville.

I would need a little chance to discuss this so it is not written in isolation.

I had a nice conversation with Jeff who turned up at City Bakery not long after you left.

I told him I gave you my diagram about the short term political future of Buncombe County, which I just passed on to Brownie Newman for anything its worth.

I would like for our future discussion to please include the Thomas Wolfe Cabin project, for which positive thinking is necessary.

The following link will lead you to the very fine Thomas Wolfe Cabin Master Plan prepared for the city by the outstanding Atlanta firm of Lord Aeck Sargent. We - our city of Asheville Thomas Wolfe Cabin Steering Committee - provided proactive management. One of the best efforts I have ever been associated with.

[https://www.dropbox.com/s/vtc9g0xczr5sa3y/Thomas\\_Wolfe\\_Cabin\\_Master\\_Plan\\_191106.pdf?dl=0](https://www.dropbox.com/s/vtc9g0xczr5sa3y/Thomas_Wolfe_Cabin_Master_Plan_191106.pdf?dl=0)

Best,

Dave

David G. Nutter, AICP, Principal, Retired  
Life-Time Member, American Institute of Certified Planners  
Nutter Associates, Community Planners & Development  
Professionals  
169 Flint Street,  
Asheville, North Carolina 28801 USA  
Tel 828-505-8242 Cell: 828-279-1820  
For large files: google drop-box

-----Original Message-----

From: DAVID NUTTER <[dnutter@aol.com](mailto:dnutter@aol.com)>

Sent: Sun, Nov 24, 2019 10:17 am

Subject: Asheville can't turn its back on tourism. We need it to survive |  
OPINION

Check out this article from Citizen Times:

Asheville can't turn its back on tourism. We need it to survive | OPINION

<https://www.citizen-times.com/story/opinion/2019/11/24/asheville-cant-throw-away-tourism-we-need-survive-opinion/4264947002/>

David G. Nutter, AICP  
Life Member, American Institute of Certified Planners  
Nutter Associates, Community Planners & Development Professionals  
169 Flint Street  
Asheville, NC, 28801  
Tel. 828-505-8242  
Cell 828-279-1820

**Jonna Sampson**

---

**From:** Julie Mayfield <julie@mayfieldforncsenate.com>  
**Sent:** Monday, November 25, 2019 2:31 PM  
**To:** Jonna Sampson  
**Subject:** Big News: Terry Van Duyn Endorses Julie Mayfield

**M**  
**Julie Mayfield**  
for North Carolina Senate District 49

Dear Jonna,

I have big news to share with you today. I've been endorsed by North Carolina State Senator Terry Van Duyn — our incumbent senator for the 49th district. Terry is running for Lieutenant Governor in 2020 and has endorsed me in the primary race to succeed her.



**Watch the video on:**

YouTube: <https://youtu.be/fDpvmRX0cTg>

Facebook: <https://www.facebook.com/MayfieldforNCSenate/videos/434576077491616>

Terry has been a role model for me. She has been a strong advocate for our region and the people of North Carolina. It's an honor to have her endorsement, and I hope to follow in her footsteps.

Once we're both elected, I'm looking forward to working with Terry on an agenda that



Learn more about Julie's values and vision for North Carolina, sign up to volunteer, and make a contribution at [MayfieldforNCSenate.com](https://www.MayfieldforNCSenate.com)

[LEARN MORE](#)

---

Julie Mayfield for NC Senate  
109 Estes Court  
Asheville, NC 28806  
United States

If you believe you received this message in error or wish to no longer receive email from us, please [unsubscribe](#).  
Paid for by Julie Mayfield for NC Senate

## Stephanie Brown

---

**From:** Stephanie Brown  
**Sent:** Tuesday, November 26, 2019 9:03 AM  
**To:** Stephanie Brown  
**Subject:** Texts  
**Attachments:** file-1.png; file1.png; file2.png; file3.png; file4.png; file5.png

Get [Outlook for iOS](#)



8:54



LA  
Leah >

Hi, if you are available for a few minutes tmrw morning, I'd love to get some coaching. I asked to meet with Debra Campbell re tourism and I've been referred to the Mayor. Not scheduled yet but they do know I intend to write a letter to the ACT. - Leah

Sure. 8:30?

Yes! Thx

I'll call you - what #?

703-403-1018

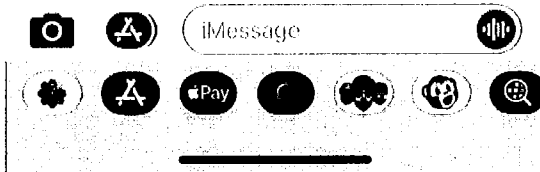


Thank you

Delivered

Yesterday 1:35 PM

I can chat if you are available

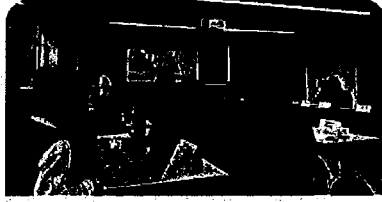


8:55



3 People >

Wednesday 7:59 PM



Buncombe tourism officials call barrage of criticism divisive, untrue. ashvegas.com

You have probably seen this. But I think it is a nice piece. Thanks to you all for your leadership. We'll get through this and set the stage for the next chapter.

Himanshu Karvir

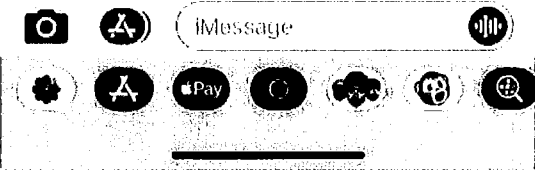
I saw that. It is a good piece, except he spelled my name incorrectly



I'll ask him to correct it.

Jim Muth

I was watching Jason capture all your key points while you were speaking



8:56



Tom >

iMessage  
Fri, Nov 15, 12:50 PM

Hi Tom -- do you have a few minutes for a phone call? Thanks, Stephanie

Sure-want to call me in 5 mins?

I just got on a plane. Can I call you when we land in about 30 minutes?

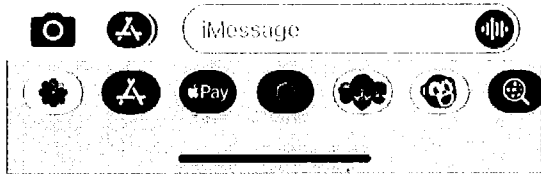
Sure

Fri, Nov 15, 2:15 PM

Ugh. It's taking forever to get a gate. Can we connect Monday morning?

Delivered

Sure. Have a great weekend!



8:56



2 People >

Good morning Gary and Stephanie.

Looks like I will miss today's meeting. Somethings come up and I've got to take care of it. Sorry.

H

I'm speaking at Downtown Commission. Already half an hour behind schedule. Might have to be a little late. Sorry

Gary Froeba

GF

We can reschedule

I'll be out of town next week.

Madison WI high is 20!

Himanshu Karvir

H

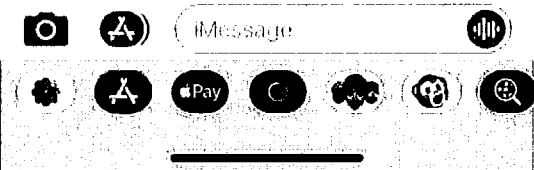
You guys go ahead.

I'm leaving city hall. Are you available

Gary Froeba

GF

Yes



8:55



2 People >

iMessage  
Sunday 3:19 PM

24 mins • 🌐



THU, DEC 5 AT 9:30 AM  
**Coffee with Parker Filing  
Day Meet & Greet**

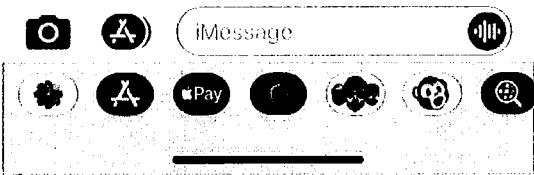
INTERESTED

👤 You like Parker Sloan for C...

👤 1

👍 Like    💬 Comment    ➦ Share

**New York Daily News**  
9 hrs • 🌐



## Jonna Sampson

---

**From:** Stephanie Brown  
**Sent:** Tuesday, November 26, 2019 10:30 AM  
**To:** Andrew Celwyn; Chip Craig; Gary Froeba; Himanshu Karvir (hkarvir@holidayinnbiltmore.com); James Poole; Joe Belcher; John Lockett; John McKibbin; Jonna Sampson; Julie Mayfield; Leah Ashburn; Stephanie Brown; Tom Ruff  
**Cc:** Sabrina Presnell Rockoff; Stephanie Brown  
**Subject:** BCTDA: Public Information Request

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good Morning BCTDA members:

We received the request for public information below. The request pertains to materials that you generated or received in your role as a BCTDA member. If the communication included me or another staff member, then we will supply it.

If you have text messages that qualify, please reduce the size of your font, screen capture them, paste them into a Word document, and provide a pdf.

Please send qualifying materials to me by the end of the day, Wednesday, December 4.

If you need clarification, please call me at either of the numbers below.

Thanks and happy Thanksgiving,  
Stephanie

**Stephanie Pace Brown**  
*President & CEO*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**  
27 College Place | Asheville, NC 28801  
P: 828.258.6104  
[sbrown@ExploreAsheville.com](mailto:sbrown@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

*Correspondence to and from this email address is subject to the North Carolina Public Records Law and may be disclosed to third parties.*

---

**From:** Burgess, Joel <jburgess@citizentimes.com>  
**Sent:** Monday, November 25, 2019 11:41 AM  
**To:** Stephanie Brown <sbrown@exploreasheville.com>; Glenn Cox <gcox@exploreasheville.com>; Pat Kappes

<pkappes@exploreasheville.com>

**Subject:** Public records request

Hey, Stephanie, Glenn and Pat – Could you please send me all emails, texts or other communications sent or received by TDA members from Nov. 15-25.

Could you also please send me any emails, texts or other communications the three of you sent or received related in any way to the Nov. 15 op-ed by Ami Worthen in the Citizen Times. (If that's too hard to sort, and it would be easier, you could just send me all your communications during that time.)

Thanks much.

Joel Burgess

Reporter

Asheville Citizen Times

828-713-1095

Twitter: [AVLreporter](#)

Facebook: [facebook.com/JoelBurgess.ACT](https://facebook.com/JoelBurgess.ACT)

Instagram: [instagram.com/joeleburgess](https://instagram.com/joeleburgess)

## Stephanie Brown

---

**From:** Leah Wong Ashburn <leaha@highlandbrewing.com>  
**Sent:** Tuesday, November 26, 2019 11:27 AM  
**To:** Stephanie Brown  
**Cc:** Sabrina Presnell Rockoff  
**Subject:** Re: BCTDA: Public Information Request

Hi Stephanie,  
I have no communications that fit the request, beyond that which you will supply.  
Best,

Leah



Leah Ashburn – Family Owner, President  
Highland Brewing Company  
12 Old Charlotte Hwy, Suite 200  
Asheville, NC 28803  
828-299-3816  
Direct 828-412-0404  
[www.highlandbrewing.com](http://www.highlandbrewing.com)



THANKS FOR 25 YEARS, CHEERS TO 25 MORE!

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**From:** Stephanie Brown - CVB ED <sbrown@exploreasheville.com>  
**Date:** Tuesday, November 26, 2019 at 10:29 AM  
**To:** Andrew Celwyn <andrew@herbiary.com>, "Chip Craig (chip@greybeardrealty.com)" <chip@greybeardrealty.com>, Gary Froeba <gfroeba@omnihotels.com>, Himanshu Karvir <hkarvir@holidayinnbiltmore.com>, James Poole <jpoole@foundryasheville.com>, Joe Belcher <joe.belcher@buncombecounty.org>, John Lockett <john.lockett@kesslercollection.com>, "John McKibbon (johnm@mckibbon.com)" <johnm@mckibbon.com>, Jonna Sampson <jsampson@exploreasheville.com>, Julie Mayfield <juliemayfield@avlouncil.com>, Leah Wong Ashburn <leaha@highlandbrewing.com>, Stephanie Brown - CVB ED <sbrown@exploreasheville.com>, Tom Ruff <truff@biltmore.com>  
**Cc:** Sabrina Presnell Rockoff <srockoff@mwblawyers.com>, Stephanie Brown - CVB ED <sbrown@exploreasheville.com>  
**Subject:** BCTDA: Public Information Request



Good Morning BCTDA members:

We received the request for public information below. The request pertains to materials that you generated or received in your role as a BCTDA member. If the communication included me or another staff member, then we will supply it.

If you have text messages that qualify, please reduce the size of your font, screen capture them, paste them into a Word document, and provide a pdf.

Please send qualifying materials to me by the end of the day, Wednesday, December 4.

If you need clarification, please call me at either of the numbers below.

Thanks and happy Thanksgiving,  
Stephanie

**Stephanie Pace Brown**  
*President & CEO*

**Explore ASHEVILLE**

**Explore Asheville Convention & Visitors Bureau**  
**Buncombe County Tourism Development Authority**

27 College Place | Asheville, NC 28801

P: 828.258.6104

[sbrown@ExploreAsheville.com](mailto:sbrown@ExploreAsheville.com)

**[ExploreAsheville.com](http://ExploreAsheville.com)**

*Correspondence to and from this email address is subject to the North Carolina Public Records Law and may be disclosed to third parties.*

**From:** Burgess, Joel <jburgess@citizentimes.com>

**Sent:** Monday, November 25, 2019 11:41 AM

**To:** Stephanie Brown <sbrown@exploreasheville.com>; Glenn Cox <gcox@exploreasheville.com>; Pat Kappes <pkappes@exploreasheville.com>

**Subject:** Public records request

Hey, Stephanie, Glenn and Pat – Could you please send me all emails, texts or other communications sent or received by TDA members from Nov. 15-25.

Could you also please send me any emails, texts or other communications the three of you sent or received related in any way to the Nov. 15 op-ed by Ami Worthen in the Citizen Times. (If that's too hard to sort, and it would be easier, you could just send me all your communications during that time.)

Thanks much.

Joel Burgess  
Reporter  
Asheville Citizen Times  
828-713-1095

Twitter: [AVLreporter](#)

Facebook: [facebook.com/JoelBurgess.ACT](#)

Instagram: [instagram.com/joeleburgess](#)

## Stephanie Brown

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**From:** Julie Mayfield <juliemayfield@avlcouncil.com>  
**Sent:** Tuesday, November 26, 2019 1:06 PM  
**To:** Stephanie Brown  
**Cc:** srockoff@mwblawyers.com  
**Subject:** FW: back on schedule

Possibly responsive to joel's request.

---

**From:** Julie Mayfield [mailto:juliemayfield@avlcouncil.com]  
**Sent:** Saturday, November 23, 2019 5:07 PM  
**To:** 'Leah Wong Ashburn' <leaha@highlandbrewing.com>  
**Subject:** RE: back on schedule

Yes – I will do that.

---

**From:** Leah Wong Ashburn [mailto:leaha@highlandbrewing.com]  
**Sent:** Thursday, November 21, 2019 2:55 PM  
**To:** Julie Mayfield <juliemayfield@avlcouncil.com>  
**Subject:** Re: back on schedule

Got it! Thanks.

I emailed Debra Campbell's assistant– not the best approach since I don't know Jaime. If you have the opportunity, would you mention to her than Id love to meet with her? Just a quick convo about TDA/tourism to get her impressions. Looking for alignment, not division.

Leah

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THANKS FOR 25 YEARS, CHEERS TO 25 MORE!

---

**From:** Julie Mayfield <[juliemayfield@avlcouncil.com](mailto:juliemayfield@avlcouncil.com)>  
**Date:** Wednesday, November 20, 2019 at 5:21 PM  
**To:** Leah Wong Ashburn <[leaha@highlandbrewing.com](mailto:leaha@highlandbrewing.com)>  
**Subject:** Re: back on schedule

Sounds good. My assistant has held the small conference room on the 4th floor of City Hall, so we won't get caught up in all of the Council madness.

See you then!

On Wed, Nov 20, 2019 at 3:24 PM Leah Wong Ashburn <[leaha@highlandbrewing.com](mailto:leaha@highlandbrewing.com)> wrote:

3:45 Tues is good – see you then!

In the city building where should I go?

Thanks

Leah

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THANKS FOR 25 YEARS, CHEERS TO 25 MORE!

---

**From:** Julie Mayfield <[juliemayfield@avlcouncil.com](mailto:juliemayfield@avlcouncil.com)>  
**Date:** Wednesday, November 20, 2019 at 2:47 PM  
**To:** Leah Wong Ashburn <[leaha@highlandbrewing.com](mailto:leaha@highlandbrewing.com)>  
**Subject:** Re: back on schedule

Tuesday around 3:45 or 4 I could meet in City Hall - we have a Council meeting that night at 5pm. Or might be easier to do before or after BCTDA on Wednesday.

On Wed, Nov 20, 2019 at 1:37 PM Leah Wong Ashburn <[leaha@highlandbrewing.com](mailto:leaha@highlandbrewing.com)> wrote:

Those are good - open 2-3:30 Mon and after 10:30 Tues! Can come to you - or come to HBC if you need a beer.

Leah Wong Ashburn

Highland Brewing Company

Sent from my iPhone - please forgive brevity and misspellings

On Nov 20, 2019, at 8:51 AM, Julie Mayfield <[juliemayfield@avlcouncil.com](mailto:juliemayfield@avlcouncil.com)> wrote:

Unfortunately, I can't do either. What's your availability next week?

Julie

On Tue, Nov 19, 2019 at 3:27 PM Leah Wong Ashburn <[leaha@highlandbrewing.com](mailto:leaha@highlandbrewing.com)> wrote:

Hi Julie,

Sorry for the change - our meeting in Raleigh went well but I dread that drive! I hope we can reschedule time to talk. Im open prior to TDA on Wed and Wed afternoon, and this Friday AM...

Thanks,

Leah

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## Stephanie Brown

---

**From:** Julie Mayfield <juliemayfield@avlcouncil.com>  
**Sent:** Tuesday, November 26, 2019 1:07 PM  
**To:** Stephanie Brown  
**Cc:** srockoff@mwblawyers.com  
**Subject:** FW: TDA needs an urban forester :)

Possibly responsive.

-----Original Message-----

From: juliemayfield@avlcouncil.com [mailto:juliemayfield@avlcouncil.com]  
Sent: Tuesday, November 19, 2019 11:37 PM  
To: Karen M <karenskyli@gmail.com>  
Subject: Re: TDA needs an urban forester :)

Hi Karen - yes, Baba Nahm is delicious. Glad you enjoyed it. My soup was excellent. Currently the TDA dollars are restricted to capital investments rather than operating, so they could not fund it now. My hope is that the legislation will become a little looser in the future, so perhaps.

Hope to see you again soon.

Julie

Sent from my iPad

> On Nov 18, 2019, at 7:22 PM, Karen M <karenskyli@gmail.com> wrote:

>

> Hi Julie,

>

> Today was my first time eating at Baba Nahm, that was a good falafel!

>

> I know you are super busy, so I will keep this brief. What are your thoughts on TDA funding an urban forester to preserve our ecological assets here in Buncombe as they do in Transylvania County? Perhaps an ambassador for our natural resources..helping to provide cleaner air, enhanced aesthetics, and an improved tourist experience?

>

> Many thanks for your service to our community,

>

> Karen MacNeil

>

>

> Sent from my iPhone

|| | <image001.jpg>

## Jonna Sampson

---

**From:** Stephanie Brown  
**Sent:** Thursday, December 5, 2019 5:05 PM  
**To:** Jonna Sampson  
**Subject:** FW: BCTDA: Public Information Request  
**Attachments:** Texts from Julie Mayfield that could be responsive to Joel Burgess.pdf

**From:** Julie Mayfield <juliemayfield@avlcouncil.com>  
**Sent:** Tuesday, November 26, 2019 1:05 PM  
**To:** Stephanie Brown <sbrown@exploreasheville.com>  
**Cc:** srockoff@mwblawyers.com  
**Subject:** RE: BCTDA: Public Information Request

Here are two text threads between Jim Muth and me and Himanshu and me that I think are responsive. I will forward emails that are responsive as well.

Julie

**From:** Stephanie Brown [<mailto:sbrown@exploreasheville.com>]  
**Sent:** Tuesday, November 26, 2019 10:30 AM  
**To:** Andrew Celwyn <[andrew@herbiary.com](mailto:andrew@herbiary.com)>; Chip Craig <[chip@greybeardrealty.com](mailto:chip@greybeardrealty.com)>; Gary Froeba <[gfroeba@omnihotels.com](mailto:gfroeba@omnihotels.com)>; Himanshu Karvir ([hkarvir@holidayinnbiltmore.com](mailto:hkarvir@holidayinnbiltmore.com)) <[hkarvir@holidayinnbiltmore.com](mailto:hkarvir@holidayinnbiltmore.com)>; James Poole <[jpoole@foundryasheville.com](mailto:jpoole@foundryasheville.com)>; Joe Belcher <[joe.belcher@buncombecounty.org](mailto:joe.belcher@buncombecounty.org)>; John Lockett <[john.lockett@kesslercollection.com](mailto:john.lockett@kesslercollection.com)>; John McKibbon <[johnm@mckibbon.com](mailto:johnm@mckibbon.com)>; Jonna Sampson <[jsampson@exploreasheville.com](mailto:jsampson@exploreasheville.com)>; Julie Mayfield <[juliemayfield@avlcouncil.com](mailto:juliemayfield@avlcouncil.com)>; Leah Ashburn <[leaha@highlandbrewing.com](mailto:leaha@highlandbrewing.com)>; Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>; Tom Ruff <[truff@biltmore.com](mailto:truff@biltmore.com)>  
**Cc:** Sabrina Presnell Rockoff <[srockoff@mwblawyers.com](mailto:srockoff@mwblawyers.com)>; Stephanie Brown <[sbrown@exploreasheville.com](mailto:sbrown@exploreasheville.com)>  
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If you need clarification, please call me at either of the numbers below.

Thanks and happy Thanksgiving,  
Stephanie

**Stephanie Pace Brown**  
*President & CEO*





Himanshu >

Friday 11:26 AM

Hi there. In a meeting. I'll call when I'm out in a couple of hours. You showed incredible courage on Wednesday. Good for you. I am terribly sorry I wasn't there - somehow I still had the meeting on my calendar for next week. I would love to have been there.

Please call me when you can and thank you.

I will

Friday 4:16 PM

Got your VM. I will call over the weekend.

Thanks Julie.

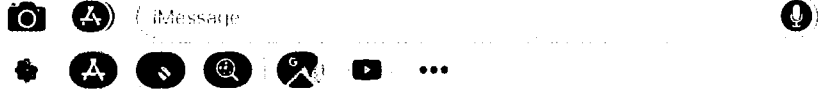
Saturday 1:46 PM

Can I call you on 10 mins please.

Of course.

Saturday 5:06 PM

Hi there. I forgot to ask you to please look at the energy efficiency survey that Sophie Mullinax has sent to both you and Jim. She is looking for some direction on how to move forward with it. Thank you



Himanshu >

for next week. I would love to have been there.

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Hi there. I forgot to ask you to please look at the energy efficiency survey that Sophie Mullinax has sent to both you and Jim. She is looking for some direction on how to move forward with it. Thank you

I will do that

Thank you.

Delivered





Jim >

Friday 4:06 PM

We are making some good progress. Might even have folks pushing for transportation 🙌🙌. Ya never know what is possible when good people come together. I'll keep you posted

Great. I'm glad Sundays op-Ed did not push folks back into their corner. I have been worried about that.

Not at all. I think the group is even more motivated to demonstrate the value they provide to the community. Did you see Andrew registered to run against Brownie.

I knew that was coming. Very interesting.

For me it kind of explains his recent Op-Ed which I thought was not characteristic for him. I've always respected his perspective. Gary calls Andrew my BFF

Ha! Did you see his LTE in today's paper?

Yep. He is trying to share credit for your efforts. I personally reassured him when I left the board in August, that we were going to get this done, though I knew he was skeptical. Did not see him having political aspirations, though probably naive on my part.



Jim >

calls Andrew my BFF

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Yep. He is trying to share credit for your efforts. I personally reassured him when I left the board in August, that we were going to get this done, though I knew he was skeptical. Did not see him having political aspirations, though probably naive on my part.

I asked him to write the letter in response to Travis claiming he's the only one working on this issue. I'm fine to share credit with him.

Yesterday 4:47 PM

We are making great progress on everything. Himanshu spoke with Esther and Brownie clarifying their needs, and our guys are looking good. Still a few minor details but I think we could have a meeting among all the stakeholders on the week of Dec 9th.

Great. Should I start setting that up? Who from your team?

Let me confirm with you this week. I'm thinking Gary, Himanshu, Stephanie and me.

Ok.  
Delivered

