

Mitchell County Travel & Tourism Development Authority
REGULAR SESSION

AGENDA

Tuesday, September 17, 2024 1:00pm

Mitchell County Administrative Building, Commissioners Conference Room
Bakersville, North Carolina

1. CALL TO ORDER
2. WELCOME / REMINDER TO SILENCE MOBILE DEVICES
3. ETHICS AWARENESS AND CONFLICT OF INTEREST REMINDER
In accordance with the Mitchell County Travel and Tourism Development Authority bylaws, it is the duty of each Board member to avoid both conflicts of interest and appearance of conflict. Does any board member have any known conflict of interest or appearance of conflict with respect to any matters coming before the Board? If so, please identify the conflict or appearance of conflict and refrain from any undue participation in the particulate matter involved.
4. ADDITIONS OR CHANGES TO THE AGENDA
5. ADOPTION OF THE AGENDA
6. APPROVAL OF THE MINUTES - August 20, 2024
7. FINANCE REPORT (Mavis Parsley)
 Financials
 Review of Audit
8. REPORTS & PRESENTATIONS -Directors Report

9. ITEMS FOR DISCUSSION

A. New Items

- a. DIY Tourism Conference - Asheville
- b. Outdoor Economy Conference - Cherokee
- c. Review Grant Applicant - BBQ Festival
- d. Visit NC Feature
- e. Great Trails State Day - October 19
- f. Out of town 8-12

B. Old Items

- a. College Athletics Advertising Review - App
- b. Update Trail Maps /Mtn Christmas Trail of Lights
- c. Christmas Events
- d. Magnets
- e. Travel Influencer
- f. Website Update
- g. Encore
- h. Three Peaks Tourism Summit
- i. Board Members

10. UPCOMING EVENTS

a. **Bakersville**

09/21- Paws in the Park

10/05,06,12,13- Leaf&Waterfall Tour

10/11-12 - NC Mountaineer Festival

b. **Spruce Pine**

09/28 - Fall Heritage Festival

09/28- Overmountain men march - 50th anniversary

10/05- Spruce Pine BBQ Festival/ Mtn to Coast Ride / Fall Fest @ Bear Den

10/05 - Rocktober Fest

10/12-13 - Spruce Pine Potters Market

C. Little Switzerland

10/05,12 - Emerald Village Black light Mine Tour

11. PUBLIC COMMENT

12. NEXT MEETING - October 15, 2024

13. BOARD COMMENTS

14. ADJOURNMENT