

Mitchell County Travel & Tourism Development Authority
REGULAR SESSION

AGENDA

Tuesday, January 21, 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 - December 17, 2024
7. FINANCE REPORT
Financials
8. REPORTS & PRESENTATIONS -Directors Report

9. ITEMS FOR DISCUSSION

A. New Items

- a. Audit Contract
- b. Spring 2025 advertising
- c. 2025 Events
- d. Visit NC Conference / DIY Tourism Conference
- e. National Tourism Week
- f. Roan Mountain

B. Old Items

- a. merryinmitchell.com
- b. Chris Cavanaugh update
- c. Stakeholders meeting
- d. Yellow Duck Marketing Grant

10. UPCOMING EVENTS

11. PUBLIC COMMENT

12. NEXT MEETING - February 18, 2025

13. CLOSED SESSION - **143-318.11.A4**

13. BOARD COMMENTS

14. ADJOURNMENT