

Mitchell County Travel & Tourism Development Authority
REGULAR SESSION

AGENDA

Tuesday, March 25, 2025 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 -
January 21, 2025 - Regular Session Minutes
January 21, 2025 - Closed Session Minutes
February 18, 2025- Regular Session Minutes
February 18, 2025- Closed Session Minutes
7. FINANCE REPORT
Financials
8. REPORTS & PRESENTATIONS -Directors Report

9. ITEMS FOR DISCUSSION

I. New Items

- A. 2025-2026 Budget
- B. Roan Mountain Visitor Center
- C. Yellow Duck Marketing + Luquire
- D. Large Scale Marketing Options
- E. Destination Toe River Valley
- F. Joint County Advertising
- G. Co-op Advertising
- H. Visit NC Gift

II. Old Items

- A. National Tourism Week
- B. Chris Cavanaugh update
- C. Brochure for Visitor Centers

10. UPCOMING EVENTS

Spruce Pine

-March 29 - Opening of the Blacksmith Exhibit at Toe River Arts

11. PUBLIC COMMENT

12. NEXT MEETING - April 15, 2025

13. BOARD COMMENTS

14. ADJOURNMENT