

Mitchell County Travel & Tourism Development Authority
REGULAR SESSION

AGENDA

Tuesday, April 15, 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 -

March 25, 2025 - Regular Session Minutes

7. FINANCE REPORT

Financials

8. REPORTS & PRESENTATIONS

Directors Report

Destination by Design

9. ITEMS FOR DISCUSSION

I. New Items

- A. Yellow Duck Marketing
- B. Luquire + Adding Merry in Mitchell
- C. Joint County Advertising- Parkway
- D. Visit NC Partner Programs
- E. Visit NC Gift

II. Old Items

- A. National Tourism Week
- B. Chris Cavanaugh update
- C. 2025-2026 Budget
- D. Brochure for Visitor Centers
- E. Airport Advertising

10. UPCOMING EVENTS

Spruce Pine

- April 26 / Fire on the Mountain
- April 28 / Altapass Orchard Clean Up
- May 3/ Altapass Orchard Bluegrass Festival
- May 15- Third Thursday - Tourism Industry Recognition

Bakersville -April 19 / Bakersville Easter Egg Hunt

11. PUBLIC COMMENT

12. NEXT MEETING - May 20, 2025

13. BOARD COMMENTS

14. ADJOURNMENT

