

Mitchell County Travel & Tourism Development Authority
REGULAR SESSION

AGENDA

Tuesday, May 20, 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 -

April 15, 2025 - Regular Session Minutes

7. FINANCE REPORT

Financials

Present Budget / Discussion

8. REPORTS & PRESENTATIONS

Directors Report

9. ITEMS FOR DISCUSSION

I. New Items

- A. Destination by Design
- B. Rhododendron Advertising Book
- C. Studio Tour
- D. Yellow Duck Marketing
- E. Luquire
- F. Discover Carolinas
- G. Joint County Advertising- Parkway
- H. Visit NC Partner Programs
- I. Cycle NC + Birding Ad

II. Old Items

- A. Brochure for Visitor Centers
- B. Parkway + Roan Visitor Center
- C. Airport Advertising

10. UPCOMING EVENTS

Spruce Pine- May 28, Downtown Worship Night

June 14, Spruce Pine Alien Festival

Little Switzerland - June 7, Pipes on the Parkway

County Wide- June 6-8, Toe River Arts Studio Tour

11. PUBLIC COMMENT

12. NEXT MEETING - June 17, 2025

13. BOARD COMMENTS

14. CLOSED SESSION - 143-318.11(a)(6)

14. ADJOURNMENT

