

Mitchell County Travel & Tourism Development Authority
REGULAR SESSION

AGENDA

Tuesday, July 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. ROLL CALL

4. 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.

5. ADDITIONS OR CHANGES TO THE AGENDA

6. ADOPTION OF THE AGENDA

7. APPROVAL OF THE MINUTES -

June 17, 2025 - Regular Session Minutes

June 30, 2025 - Emergency Session Minutes

8. FINANCE REPORT

Financials

9. REPORTS & PRESENTATIONS

Directors Report

ITEMS FOR DISCUSSION

I. New Items

- A. 2026 NC Visitor Travel Guide
- B. July 31 - Destination by Design
- C. Budget Overview / Our State Mag
- D. Launch quarterly lodging meeting
- E. Sports + Ag + Wedding Tourism

II. Old Items

- A. Brochure for Visitor Centers all mailed
- B. Parkway + Roan Visitor Center
- C. Airport Advertising Pricing
- D. Yellow Duck Marketing
- E. Holiday Events

10. UPCOMING EVENTS

*Spruce Pine- **July 26, Top to Toe 5k***

July 27-Aug 3, Grassy Creek Gem Show

*Little Switzerland - **July 12+ 19, Blacklight Mine Tour***

July 12- LS Square Dance

Bakersville -

11. PUBLIC COMMENT

12. NEXT MEETING - August 19, 2025

13. BOARD COMMENTS

14. ADJOURNMENT