

Mitchell County Travel & Tourism Development Authority
REGULAR SESSION

AGENDA

Tuesday, October 21, 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 -

August 19, 2025 - Regular Session Minutes

8. FINANCE REPORT

Financials - Mavis

Audit Report - Misty

9. REPORTS & PRESENTATIONS

Directors Report

ITEMS FOR DISCUSSION

I. New Items

- A. Merry in Mitchell Advertising
- B. Spending Review

II. Old Items

- A. Elevate Mitchell Update
- B. New Board member discussions
- C. Discover Mitchell Grant Update
- D. Parkway + Roan Visitor Center
- E. Yellow Duck Marketing
- F. October Lodging Meeting

10. UPCOMING EVENTS

Spruce Pine- **November 14-16, Studio Tour**

Little Switzerland - **October 25, Blacklight Mine Tour**

Bakersville -

11. PUBLIC COMMENT

12. NEXT MEETING - November 18, 2025

13. BOARD COMMENTS

14. ADJOURNMENT

