

Mitchell County Travel & Tourism Development Authority
REGULAR SESSION

AGENDA

Tuesday, November 18, 2025 1:00pm

Mitchell County Administrative Building, Commissioners Boardroom

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 -

October 21, 2025 - Regular Session Minutes

8. FINANCE REPORT

Financials - Mavis

9. REPORTS & PRESENTATIONS

Directors Report

ITEMS FOR DISCUSSION

I. New Items

A. Vice President Nominations

II. Old Items

A. Merry in Mitchell Advertising

B. Elevate Mitchell Update

C. Parkway + Roan Visitor Center

D. Yellow Duck Marketing

E. October Lodging Meeting

10. UPCOMING EVENTS

Spruce Pine- 11.29- Spruce Pine Parade + Tree Lighting

Little Switzerland - 12.1 - Santa's Pub Pop Up @ Switzerland Inn

Bakersville - 12.6 Bakersville + Buladean Parade

12.13-14 - Journey to the Manger

11.29 - Small Business Saturday

12.1 - Trail of lights begins

11. PUBLIC COMMENT

12. NEXT MEETING - December 16, 2025

13. BOARD COMMENTS

14. ADJOURNMENT