

Mitchell County Travel & Tourism Development Authority
REGULAR SESSION

AGENDA

Tuesday, January 20, 2026 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 -

November 18, 2025 - Regular Session Minutes

December 16, 2025 - Regular Session Minutes

8. FINANCE REPORT

Financials - Mavis

9. REPORTS & PRESENTATIONS

Directors Report

ITEMS FOR DISCUSSION

I. New Items

- A. Destination by Design Website
- B. Spring Advertising (Our State, Blue Ridge Outdoors, ETC)
- C. Occupancy Tax Review 2024 + 2025
- D. Tourism Summit + Brand Launch Event

II. Old Items

- A. Vote for Kevin B. to serve another term
- B. Elevate Mitchell Update
- C. Parkway + Roan Visitor Center
- D. Yellow Duck Marketing

10. UPCOMING EVENTS

Spruce Pine-

Little Switzerland -

Bakersville - ***Penland Community Open House - Feb 21***

11. PUBLIC COMMENT

12. NEXT MEETING - February 17, 2026

13. BOARD COMMENTS

14. ADJOURNMENT