

**Mitchell County Travel & Tourism Development Authority**  
**REGULAR SESSION**

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**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 particular 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