

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

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**AGENDA**

**Tuesday, February 17, 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 -

***January 20, 2026*** - Regular Session Minutes

8. FINANCE REPORT

Financials - Mavis

Audit Contract

9. REPORTS & PRESENTATIONS

Directors Report

## ITEMS FOR DISCUSSION

### I. New Items

- A. New Website Company
- B. Trail of Lights
- C. Tourism Summit + Brand Launch Event
- D. Blue Ridge Parkway Guide Ad

### II. Old Items

- A. Elevate Mitchell Update
- B. Parkway + Roan Visitor Center

## 10. UPCOMING EVENTS

*Spruce Pine-*

*Little Switzerland -*

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

## 11. PUBLIC COMMENT

## 12. NEXT MEETING - March 24, 2026

## 13. BOARD COMMENTS

## 14. ADJOURNMENT



