



Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation

Explore Asheville – 27 College Place, Asheville

Excerpts from the Board Meeting Minutes
Wednesday, August 28, 2024

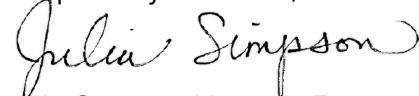
- Present (Voting):** Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Kathleen Mosher, Larry Crosby, Michael Lusick, Lucious Wilson, Elizabeth Putnam
- Absent (Voting):** Scott Patel
- Present (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
- Absent (Ex-Officio):** None.
- Staff:** Vic Isley, Dodie Stephens, Tiffany Thacker, Julia Simpson, Ashley Greenstein, Josh Jones, Ali Wainright, Kimberly Puryear, Luisa Yen, Mike Kryzaneck, Jennifer Kass-Green, Jay Curwen
- BC Finance:** Melissa Moore
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette
- In-Person Attendees:** Randy Claybrook, Asheville Bed & Breakfast Association
Olivia Ward, OnWard Digital Media
Megan Rogers, Asheville Independent Restaurant Association
John Ellis, Prior BCTDA Board Member
Pat Moran, Mountain Xpress
- Online Attendees:** Carli Adams, Sha'Linda Pruitt, Anna Harris, McKenzie Provost, Sarajane Case, Connie Holliday; Explore Asheville
Megan Roush, MMGY Global
Jim Muth, TPDF Committee
Angel Holloway, Lion's Mane Consulting
Andrew Celwyn, Herbiary
Chris Smith, Asheville Buncombe Regional Sports Commission
Summer Casiano, Tanger Asheville
Diane Rogers, Pinecrest Bed & Breakfast
Brad Durden, Asheville Hotel Group
Lacy Cross, Movement Bank
Felicia Sonmez, Blue Ridge Public Radio

Penalty Waiver Update – Cloud 9

Durden said Explore Asheville staff received a penalty waiver request on August 22, 2024, from Cloud 9 for \$53.45, the sum of one-time late filing and payment fees. She noted the owners' rationale for the late payment of occupancy taxes for July 2024 was a technical glitch with the county's online portal. Buncombe County staff verified a failed payment attempt was logged by their system; they also confirmed there were no other records of late filings or payments for the property. The supporting documentation and correspondence were shared with the board in advance for review.

Durden then explained that precedent was set that gave authority to the president & CEO to approve penalty waiver requests if the amount was \$500 or less and it was the property's first late offense. Since Cloud 9's request met those criteria, Durden said Isley would manage the two-step process. The waiver request would need to be reviewed by the Buncombe County Commissioners next.

Respectfully submitted,

A handwritten signature in cursive script that reads "Julia Simpson".

Julia Simpson, Manager, Executive & Strategy