

# COMMUNITY OUTREACH COMMITTEE MEETING AGENDA

March 12, 2024, 1:00PM

Henderson County King Street Building, 100 N. King Street, Hendersonville, NC 28792

Call to Order, Roll Call, and Approval of Minutes

Travis Bonnema, Chair

HCTDA Outreach  
Committee Members

Discussions

- Community Outreach Committee Makeup & Guidelines
- Community Outreach Committee Open Positions Update
- Annual Tourism Conference Event Postmortem
- Debi Smith Heart of Hospitality Award Postmortem
- Brand Guidelines Updates – Style, Voice, Tone, etc.

Michelle Owens, HCTDA Executive Director  
Michelle Owens, HCTDA Executive Director  
Kristen Murphy, Paradise Advertising + Marketing  
Kristen Murphy, Paradise Advertising + Marketing  
Michelle Owens, HCTDA Executive Director

Travis Bonnema, Chair  
Jeremy Weber

New Business

Adjournment

Next Meeting

April 9, 2024, 1:00 pm  
Echo Mountain Inn  
100 N. King Street  
Hendersonville, NC 28792