

# HENDERSON COUNTY TDA BOARD MEETING AGENDA

February 25<sup>th</sup> , 2024, 1:00pm

Henderson County Welcome Center, 201 South Main Street, Hendersonville, NC 28792

Call To Order/ Welcome

Public Comment

Richard Rhodes, Chairman

Consent Agenda Approval (Appendices at End of Packet – PDF only)

TDA Board Minutes (Appendix A)

STR and Visitor Insight Report –January (Appendix B)

Monthly Marketing Report –January (Appendix C)

Zartico Special Report – (Appendix D)

Discussion

Marketing Report

NCTIA Introduction and Legislative Update

Executive Director’s Report

Monthly Financial Report-December

Key Data Takeaways

Paradise

Vince Chelena, Executive Director NCTIA

Michelle Owens

Randy Cox & Michelle Owens

Michelle Owens

Richard Rhodes

HCTDA Board  
Members

Richard Rhodes, Chair

Danielle McCall, 1<sup>st</sup> Vice Chair

Julie Hall, 2<sup>nd</sup> Vice Chair

Travis Bonnema

Brittany Brady

Roy Dickerson

Joe Dinan

Selena Einwechter

David Ford

Randall Cox,  
Ex-Officio Member,  
Finance Officer

Closed Session

New Business

Adjournment