

## Kathi Petersen

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**From:** Stephanie Brown  
**Sent:** Thursday, May 7, 2020 9:40 AM  
**To:** Marla Tambellini; Dianna Pierce; Pat Kappes; Kathi Petersen  
**Subject:** FW: Billboard proposal

For the next board meeting, please be ready to talk about the pledge and work on operational protocols.

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**From:** Andrew Celwyn <andrew@herbiary.com>  
**Sent:** Thursday, May 7, 2020 8:57 AM  
**To:** Kathleen Mosher <kmosher@biltmore.com>; Gary Froeba <gfroeba@omnihotels.com>; Himanshu Karvir <hkarvir@virtelle.com>; Chip Craig <chip@greybeardrealty.com>; John McKibbon <johnm@mckibbon.com>; Leah Ashburn <leaha@highlandbrewing.com>; James Poole <jpooleAFI@gmail.com>; John Luckett <john.luckett@kesslercollection.com>; Stephanie Brown <sbrown@exploreasheville.com>; Joe Belcher <joe.belcher@buncombecounty.org>; Julie Mayfield <juliemayfield@avlcouncil.com>  
**Cc:** goldsmkm@gmail.com  
**Subject:** Billboard proposal

Good morning all,

Hope you are keeping well and safe.

One of the candidates for City Council, Kirsten Goldsmith, approached me with a good idea for how we might put our advertising dollars to good use during this difficult time. I can also confirm seeing visitors downtown already, even though we haven't reached any benchmarks yet. If others also see this as a good idea, I hope there will be an opportunity to consider it as part of our messaging. Showing visitors that we take their safety seriously will be an important part of getting people to visit Asheville and Buncombe County again.

Kirsten's message:

I'm wondering if the TDA might consider spending some advertising money on communicating our mandatory 14 day quarantine to would-be day trip visitors. Folks from Johnson City are returning steadily every single day. We're seeing them all around town. We could put up a billboard along the highway that says something to the effect of 'we can't wait to see you again soon, but not right now'. Maybe an ad on the radio, in the newspaper, etc. Those of us who are working right now are at an incredibly high risk, and we all go home to our families, putting them at risk. If the TDA wanted to be on the right side of protecting our community, I think they should consider getting the message out while we're beginning to transition. Thanks so much for your time. Stay well!

Thank you for considering.

-Andrew

## Kathi Petersen

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**From:** Stephanie Brown  
**Sent:** Monday, May 18, 2020 10:21 AM  
**To:** Andrew Celwyn; Chip Craig; Gary Froeba; Himanshu Karvir (hkarvir@holidayinnbiltmore.com); James Poole; Joe Belcher; John Lockett; John McKibbon; Jonna Sampson; Julie Mayfield; Kathleen Mosher; Leah Ashburn; Stephanie Brown  
**Cc:** Pat Kappes; Stephanie Pace Brown - Explore Asheville (stephaniepacebrown@gmail.com); Marla Tambellini; Dianna Pierce; Kathi Petersen; Jonna Sampson; Glenn Cox  
**Subject:** BCTDA: Update on Buncombe Co Tourism Jobs Recovery Fund other updates

Good morning, BCTDA:

It's hard to believe that it has been only 14 days since Governor Cooper signed the legislation that enabled the creation of the Buncombe County Tourism Jobs Recovery Fund. You approved the contract with Mountain BizWorks to administer the fund 5 days later.

- The fund webpage is <http://TourismFund.org>, which has resources that Mountain BizWorks has developed, including eligibility guidelines, an overview of micro grants, a place to submit questions, technical assistance webinars, etc.
- The application period began Friday, May 15 (target opening of portal at 12 noon on the website) and runs through May 31. *Note:* This is not a first come/first served process – all applications received during the period will be reviewed.
- We have FAQs on the fund at AshevilleCVB.com [here](#).
- A partner e-alert went out late Thursday about the fund. You can read it [here](#). [And an archive of all the recent partner e-alerts since the outbreak began can be found [here](#).]

We have been working with tourism partner task forces to collaborate on operating protocols. Our hope is that we can increase government and community confidence that tourism-related businesses are invested in protecting health and safety.

That work has also contributed to consumer facing support materials that will be rolling out this week as the ASHEVILLE PLEDGE. All of that is being coordinated with the efforts of Buncombe County and the Chamber to create unified messaging.

We started some limited paid advertising to support Together in Spirit on Monday and are actively planning for next steps.

Please let me know if you have comments or questions.

Have a great week. Hopefully, we end the week in Phase 2!  
Stephanie