



Williamsburg Tourism Council Meeting Agenda
November 20, 2023 // 1:00 p.m.

Williamsburg Lodge, Tidewater Room
310 South England Street, Williamsburg, VA, 23185

Agenda Items

- I. Call to Order/Roll Call
- II. Public Comment
- III. Virginia Tourism Corporation (VTC) Briefing
Rita McClenny, President and CEO, VTC
- IV. VTC Research Briefing
Dan Roberts, Vice President of Research and Strategy, VTC
- V. Roundtable Discussion
- VI. Minutes
 - Action Item: Approve September 19, 2023 Meeting Minutes
 - See ATTACHMENT A – 09.19.23 Meeting Minutes
- VII. Chair Report
- VIII. Treasurer's Report
 - Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue
- IX. Executive Director and CEO Report
 - Key Performance Indicators (KPIs)
 - Marketing/Public Relations/Sales Program
 - Vision, Mission, and Values
- X. New Business
- XI. Old Business
- XII. Closed Session
 - Action Item
 - Pursuant to Va. Code Section 2.2-3711(A)(1) to discuss personnel matters
- XIII. Adjournment