

Williamsburg Tourism Council Meeting Agenda
January 16, 2024 // 1:00 p.m.

Great Wolf Lodge, Meeting Room: Oak B
549 East Rochambeau Drive, Williamsburg, VA, 23188

Agenda Items

- I. Call to Order/Roll Call
- II. Public Comment
- III. Capital Region USA (CRUSA) Briefing
Scott Balyo, Executive Director, CRUSA
- IV. Virginia Tourism Corporation (VTC) Briefing
Rita McClenny, President and CEO, VTC
- V. Roundtable Discussion
- VI. Minutes
 - Action Item: Approve November 20, 2023 Meeting Minutes
 - See ATTACHMENT A – 11.20.23 Meeting Minutes
- VII. Chair Report
- VIII. Treasurer's Report
 - FY23 Audit Report
 - Presented by Sean Walker, Principal, CliftonLarsonAllen LLP (CLA)
 - Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue
- IX. Interim CEO Report
 - Key Performance Indicators (KPIs)
 - Marketing/Public Relations Program
 - Sales Program
- 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