



Williamsburg Tourism Council Meeting Agenda
January 17, 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. Roundtable Discussion
- V. Minutes
 - Action Item: Approve November 15, 2022 Meeting Minutes
 - See ATTACHMENT A – 11.15.22 Meeting Minutes
- VI. Chair Report
- VII. Treasurer's Report
 - FY22 Audit Report
 - Presented by Aires Coleman, Director, CliftonLarsonAllen LLP (CLA)
 - Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue
- VIII. Executive Director and CEO Report
 - Key Performance Indicators (KPIs)
 - Marketing/Public Relations/Sales Program
 - Ad Effectiveness/Return on Investment Study
 - Presented by David Seiferth, President, SMARInsights
- IX. New Business
- X. Old Business
- XI. Adjournment