



Williamsburg Tourism Council Meeting Agenda
January 18, 2022 // 1:00 p.m.

Jamestown Settlement, Elmon and Pam Gray Presentation Hall
2110 Jamestown Road, Williamsburg, VA, 23185

Agenda Items

- I. Call to Order/Roll Call
- II. Public Comment
- III. Student & Youth Travel Association (SYTA) Briefing
Carylann Assante, CEO, SYTA
- IV. Virginia Tourism Corporation (VTC) Briefing
Rita McClenny, President and CEO, VTC
- V. Roundtable Discussion
- VI. Minutes
 - Action Item: Approve November 16, 2021 Meeting Minutes
 - See ATTACHMENT A – 11.16.21 Meeting Minutes
- VII. Treasurer's Report
 - Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue
- VIII. Executive Director and CEO Report
 - Marketing/Public Relations Program
 - 2022 Sales Plan
- IX. New Business
- X. Old Business
- XI. Closed Session
 - Action Item
 - Pursuant to Va. Code Section 2.2-3711(A)(1) to discuss personnel matters
- XII. Adjournment