



Williamsburg Tourism Council

Courtyard by Marriott Williamsburg Busch Gardens Area

470 McLaws Circle

Williamsburg, VA 23185

March 10, 2026 – 12:30 - 2 p.m.

Meeting Agenda

Agenda Items		
I.	Call to Order / Roll Call	Ruth Larson
II.	Chair Report a. Welcome and Recognition	Ruth Larson
III.	Public Comment	Ruth Larson
IV.	Roundtable Discussion	Ruth Larson
V.	Minutes a. <u>Action Item</u> : Approve January 20, 2026, Meeting Minutes	Ruth Larson
VI.	Treasurer’s Report a. Financials	Mayor Doug Pons
VII.	CEO Report	Ed Harris
VIII.	Strategic Plan	Tina Valdecanas, <i>Clarity of Place</i> Hailey Post, <i>Clarity of Place</i> Chris Basic, <i>Kimely-Horn</i> Matt Williams, <i>Brand Federation</i>
IX.	New Business	Ruth Larson
X.	Old Business	Ruth Larson
XI.	Adjournment	Ruth Larson

Upcoming Meeting:

WTC Board Meeting

May 19, 2026