



Williamsburg Tourism Council Meeting Agenda
March 15, 2022 // 1:00 p.m.

The Maine of Williamsburg
2580 John Tyler Highway, 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 January 18, 2022 Meeting Minutes
 - See ATTACHMENT A – 1.18.22 Meeting Minutes
- VI. Treasurer's Report
 - FY21 Audit Report
 - Presented by Aires Coleman, Director, CliftonLarsonAllen LLP (CLA)
 - Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue
- VII. Executive Director and CEO Report
 - Smith Travel Research (STR) Report/Key Performance Indicators (KPIs)
 - Marketing/Public Relations Program
 - Fall/Winter Ad Effectiveness
 - Presented by David Seiferth, President, SMARInsights
- VIII. New Business
- IX. Old Business
- X. Adjournment