



Williamsburg Tourism Council Meeting Agenda
March 16, 2021 // 1:00 p.m.

Zoom Meeting:

<https://us02web.zoom.us/j/82509975210?pwd=SWtGWUY1dDg0STQ4bS9PRkMxZ0pNdz09>

By Phone: 646-876-9923

Meeting ID: 825 0997 5210

Passcode: 908499

Agenda Items

- I. Call to Order/Roll Call
- II. Public Comment
- III. U.S. Travel Association (USTA) Briefing: “The State of Travel”
Roger Dow, President and CEO, USTA
- IV. Virginia Tourism Corporation (VTC) Briefing
Rita McClenny, President and CEO, VTC
- V. Minutes
 - Action Item: Approve January 19, 2021 Meeting Minutes
 - See Attachment A
- VI. Chair Report
- VII. Treasurer’s Report
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue
- VIII. Executive Director and CEO Report
 - Brand Health Study
 - *Presented by David Seiferth, President, SMARInsights*
 - Entrada Solutions Overview
 - *Presented by Ted Sullivan, CMO, Entrada Solutions*
 - Visit Williamsburg Program Updates
- IX. New Business
- X. Old Business
- XI. Adjournment