



**Williamsburg Tourism Council Meeting Agenda  
March 17, 2020**

AGENDA ITEMS	ACTION ITEM	ATTACHMENT
<b>I. CALL TO ORDER/ROLL CALL</b>		
<b>II. U.S. TRAVEL ASSOCIATION BRIEFING: CORONAVIRUS</b>		
<b>III. PUBLIC COMMENT</b>		
<b>IV. MINUTES</b> A. January 21, 2020 Meeting Minutes	<b>X</b>	<b>A</b>
<b>V. TREASURER'S REPORT</b> A. Revenue/Expenses B. Cash on Hand C. Tax Revenue		<b>B</b>
<b>VI. EXECUTIVE DIRECTOR REPORT</b> A. Listening Sessions/Tourism Forum B. Hiring C. Procurement D. Marketing/Communication Activities <i>Presented in part by Connelly Partners</i> E. Ad Effectiveness Study/Metrics Dashboard <i>Presented by SMARI/Dean Runyon</i>		<b>C</b>
<b>VII. SALES DIRECTOR REPORT</b>		
<b>VIII. CHAIR REPORT</b>		
<b>IX. OLD BUSINESS</b>		
<b>X. NEW BUSINESS</b>		
<b>XI. ADJOURNMENT</b>		