



Williamsburg Tourism Council Meeting Agenda
March 21, 2023 // 1:00 p.m.

DoubleTree by Hilton Hotel, Presidents Ballroom
50 Kingsmill Road, Williamsburg, VA, 23185

Agenda Items

- I. Call to Order/Roll Call
- II. Public Comment
- III. U.S. Travel Association (USTA) Policy Briefing
Tori Emerson Barnes, Executive Vice President, Public Affairs and Policy, USTA
- IV. Virginia Tourism Corporation (VTC) Briefing
Rita McClenny, President and CEO, VTC
- V. Roundtable Discussion
- VI. Minutes
 - Action Item: Approve January 17, 2023 Meeting Minutes
 - See ATTACHMENT A – 1.17.23 Meeting Minutes
- VII. Chair Report
- VIII. Treasurer's Report
 - Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue
- IX. Executive Director and CEO Report
 - Key Performance Indicators (KPIs)
 - Marketing/Public Relations/Sales Program
- X. New Business
- XI. Old Business
- XII. Adjournment