



Williamsburg Tourism Council Meeting Agenda  
May 16, 2023 // 1:00 p.m.

Williamsburg Winery, Wessex Hall  
5800 Wessex Hundred, Williamsburg, VA, 23185

## Agenda Items

- I. Call to Order/Roll Call
- II. Public Comment
- III. American Bus Association (ABA) Briefing  
*Peter Pantuso, President and CEO, ABA*
- IV. Virginia Tourism Corporation (VTC) Briefing  
*Rita McClenny, President and CEO, VTC*
- V. Roundtable Discussion
- VI. Minutes
  - Action Item: Approve March 21, 2023 Meeting Minutes
  - See ATTACHMENT A – 03.21.23 Meeting Minutes
- VII. Chair Report
- VIII. Treasurer's Report
  - Financials
    - Revenue/Expenses
    - Cash on Hand
    - Tax Revenue
  - FY23 Budget Amendment
    - Action Item: Approve FY23 Budget Amendment
    - See ATTACHMENT B – Budget Document
  - FY24 Budget Recommendation
    - Action Item: Approve FY24 Budget Recommendation
    - See ATTACHMENT B – Budget Document
- IX. Executive Director and CEO Report
  - Key Performance Indicators (KPIs)
  - Marketing/Public Relations/Sales Program
- X. New Business
- XI. Old Business
- XII. Adjournment