



Williamsburg Tourism Council Meeting Agenda
May 17, 2022 // 1:00 p.m.

Williamsburg Lodge, Virginia Room
310 South England Street, Williamsburg, VA, 23185

Agenda Items

- I. Call to Order/Roll Call
- II. Public Comment
- III. Smith Travel Research (STR) Briefing
Vail Ross, Senior Vice President – Sales and Marketing, STR
- IV. Virginia Tourism Corporation (VTC) Briefing
Rita McClenny, President and CEO, VTC
- V. Roundtable Discussion
- VI. Minutes
 - Action Item: Approve March 15, 2022 Meeting Minutes
 - See ATTACHMENT A – 3.15.22 Meeting Minutes
- VII. Chair Report
 - Nominations Committee
 - By-Laws Committee
- VIII. Treasurer’s Report
 - Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue
 - FY23 Budget Presentation
 - Action Item: Approve FY23 Budget
 - See ATTACHMENT B – FY23 Budget
- IX. Executive Director and CEO Report
 - Smith Travel Research (STR) Report/Key Performance Indicators (KPIs)
 - Marketing/Public Relations/Sales Program
- X. New Business
- XI. Old Business
- XII. Adjournment