



Williamsburg Tourism Council Meeting Agenda
May 19, 2020 // 1:00 p.m.

ZOOM MEETING: <https://us02web.zoom.us/j/89494621251?pwd=REFJR1IPOVEwQIJ0MTdvbU1YWW1UZZ09>

AGENDA ITEMS	ACTION ITEM	ATTACHMENT
I. CALL TO ORDER/ROLL CALL		
II. U.S. TRAVEL ASSOCIATION BRIEFING: COVID-19		
III. VIRGINIA TOURISM CORPORATION (VTC) BRIEFING: RITA McCLENNY, VTC PRESIDENT & CEO		
IV. PUBLIC COMMENT		
V. MINUTES A. March 17, 2020 Meeting Minutes	X	A
VI. TREASURER'S REPORT A. Revenue/Expenses B. Cash on Hand C. Tax Revenue D. FY21 Budget (July – December) <i>Presented by David Turner, Finance Director</i>	X	B
VII. EXECUTIVE DIRECTOR REPORT A. Procurement B. Marketing/Communication Activities <i>Presented in part by Connelly Partners</i>		
VIII. SALES RECOVERY PLAN <i>Presented by Julia Smyth-Young, Sales Director</i>		
IX. CHAIR REPORT A. Alliance – Tourism Council Representative, New Term B. Alliance – New Memorandum of Understanding C. Officers	X	C
X. OLD BUSINESS		
XI. NEW BUSINESS		
XII. ADJOURNMENT		