



Williamsburg Tourism Council Meeting Agenda
July 19, 2022 // 1:00 p.m.

Embassy Suites, Jefferson Room
3006 Mooretown Road, Williamsburg, VA, 23185

Agenda Items

- I. Call to Order/Roll Call
- II. Public Comment
- III. Travel Market Insights (TMI) Briefing
Scott Johnson, President and CEO, TMI
- IV. Virginia Tourism Corporation (VTC) Briefing
Rita McClenny, President and CEO, VTC
- V. Roundtable Discussion
- VI. Minutes
 - Action Item: Approve May 17, 2022 Meeting Minutes
 - See ATTACHMENT A – 5.17.22 Meeting Minutes
- VII. Chair Report
 - Action Item: Election of Officers
 - Bylaws: Proposed Amendment
 - See ATTACHMENT B – Bylaws – Proposed Amendment
- 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