



**Williamsburg Tourism Council Meeting Agenda**  
**September 15, 2020 // 1:00 p.m.**

**ZOOM MEETING:** <https://us02web.zoom.us/j/85643465877?pwd=anVxZ2RnUjNDMDpaK1U2VEc5QXFBQT09>

Meeting ID: 856 4346 5877      Password: 365033

AGENDA ITEMS	ACTION ITEM	ATTACHMENT
I. CALL TO ORDER/ROLL CALL		
II. PUBLIC COMMENT		
III. VIRGINIA TOURISM CORPORATION (VTC) BRIEFING		
IV. MINUTES A. July 21, 2020 Meeting Minutes	X	A
V. TREASURER'S REPORT A. Revenue/Expenses B. Cash on Hand C. Tax Revenue		
VI. EXECUTIVE DIRECTOR REPORT A. Marketing/Communication Activities <i>Presented in part by Connelly Partners</i> B. Ad Effectiveness Study <i>Presented by SMARInsights</i>		
VII. CHAIR REPORT		
VIII. NEW BUSINESS		
IX. OLD BUSINESS		
X. CLOSED SESSION <i>Pursuant to Va. Code Section 2.2-3711A.8 for consultation with retained legal counsel for advice regarding legal compliance matters.</i>	X	
XI. ADJOURNMENT	X	