

ATTACHMENT B
WILLIAMSBURG TOURISM COUNCIL MEETING
Williamsburg, Virginia
June 26, 2023
Meeting Minutes

A meeting of the Williamsburg Tourism Council (WTC) was convened at 9 a.m. on June 26, 2023. The meeting was held at Williamsburg Lodge, Tidewater Room A. A quorum was present.

Tourism Council Members Present:

CHAIR Ruth Larson, James City County Board of Supervisors
VICE CHAIR Cliff Fleet, Colonial Williamsburg Foundation
TREASURER Doug Pons, Mayor, City of Williamsburg

Neal Chalkley, Williamsburg Hotel and Motel Association
Mickey Chohany, Williamsburg Area Restaurant Association
Christy Coleman, Executive Director, Jamestown/Yorktown Foundation
Chad Green, York County Board of Supervisors
Jim Horn, Jamestown Rediscovery Foundation
Rita McClenny, Virginia Tourism Corporation, Ex Officio

Staff Members Present:

Victoria Cimino, CEO

Josue Ayala, Executive Assistant
Lori Ottarson, Accountant
David Turner, Finance Director

I. Call to Order

- Ruth Larson called the meeting to order at 9 a.m.
- Larson noted that Jim Horn and Christy Coleman were joining virtually due to personal reasons, in particular, a scheduling conflict
 - Remote participation was unanimously approved

II. Public Comment

- No public comments were presented

III. Chair Report

- Larson presented an updated electronic meetings policy for the Board's consideration
- Larson requested a motion to approve; Doug Pons provided a motion
 - The policy was unanimously approved

IV. Treasurer's Budget Report

- Pons presented a Fiscal Year 2023 budget amendment for consideration, noting that such amendments need to be completed prior to the close of the Fiscal Year
- Revenue
 - The WTC received \$1M more than the FY23 budgeted income
 - Sales tax receipts exceeded budget by \$820K, with \$14.5M received versus the budget of \$13.7M
 - Transient occupancy tax receipts exceeded budget by \$125K, with \$1.57M received versus the budget of \$1.44M
 - Other revenue, comprised mostly of interest income, exceeded budget by \$65K, with \$98K received versus a budget of \$33K
 - Pons recommended to increase the FY23 budgeted revenue by \$1,010,000 from \$15,548,000 to \$16,558,000 to reflect actual FY23 receipts
 - Mickey Chohany motioned to approve; Neal Chalkley provided a second
 - The FY23 revenue amendment was unanimously approved
- Expenses
 - Marketing/communications requires an increase of \$1.8M
 - Pons noted the following budget transfers and allocations
 - Allocate \$1M from the revenue surplus
 - Budget transfer of \$410K from Administrative Overhead
 - Budget transfer of \$20K from Market Research
 - Reduce net position by \$400K
 - The forecast cash balance on June 30, 2024, without modifying the FY24 budget, will be \$2,591,000
 - Pons recommended increasing the FY23 budgeted expenses by \$1,410,000 from \$22,578,000 to \$23,988,000 and approval of the budget transfers
 - Chalkley motioned to approve; Chad Green provided a second
 - The FY23 expense amendment was unanimously approved

V. Old Business

- None

VI. New Business

- None

VII. Adjournment

- Meeting adjourned
- The next meeting will take place on July 18, 2023