



Williamsburg Tourism Council

Greater Williamsburg Sports and Events Center

250 Visitor Ctr Dr

Williamsburg, VA 23185

September 15, 2026 – 12:30 - 2 p.m.

Meeting Agenda

Agenda Items		
I.	Call to Order / Roll Call	Ruth Larson
II.	Chair Report a. Welcome to Kristin Creasy, Guernsey Tingle Architects b. Nominating Committee and Annual Meeting	Ruth Larson
III.	Public Comment	Ruth Larson
IV.	Roundtable Discussion	Ruth Larson
V.	Minutes a. <u>Action Item</u> : Approve May 19, 2026, Meeting Minutes (pgs. 3-7)	Ruth Larson
VI.	Treasurer's Report a. Financials (pgs. 8-11)	Mayor Doug Pons
VII.	CEO Report a. Business Update b. Live Performance Opportunities	Ed Harris
VIII.	Marketing and Events Update	Jennifer Case Elisa Hernandez Campana
IX.	New Business	Ruth Larson
X.	Old Business	Ruth Larson
XI.	Closed Session a. Discussion of Personnel Evaluation pursuant to Virginia Code § 2.2-3711(A)(1)	Ruth Larson
XII.	Reconvene in Open Meeting	Ruth Larson
XIII.	Certification of Closed Meeting	Ruth Larson
XIV.	Adjournment	Ruth Larson

Upcoming Meeting:

WTC Board Meeting

November 17, 2026



Williamsburg Tourism Council

Meeting Notice

In my capacity as the Chief Executive Officer of the Williamsburg Tourism Council, I hereby give notice that the Williamsburg Tourism Council will hold its next meeting on Tuesday, September 15, 2026, at 1 p.m.

The meeting will feature two or more members of the Williamsburg Tourism Council.

Location- Greater Williamsburg Sports and Events Center
250 Visitor Center Drive
Williamsburg, VA 23185

Time and Date- September 15, 2026, at 1 p.m.

Given under my hand this 9th day of September 2026.

Edward Harris, CEO

WILLIAMSBURG TOURISM COUNCIL MEETING
Williamsburg Police Department
19 May 2026
Meeting Minutes

The Williamsburg Tourism Council (“WTC”) was convened at 1:01 p.m. on May 19, 2026, at the Williamsburg Police Department, where a quorum was present.

Tourism Council Members Present:

Ruth Larson, James City County Board of Supervisors, Chair
Ron Kirkland, Williamsburg Hotel and Motel Association
Carly Fiorina, Colonial Williamsburg
Mayor Doug Pons, City of Williamsburg, Treasurer
Kevin Lembke, Busch Gardens/Water Country USA
Michael Claar, Williamsburg Area Restaurant Association (“WARA”)
Denise Kellogg, Jamestown Rediscovery Historic Jamestowne
Sheila Noll, York County Board of Supervisors
Adria Vanhoozier, Greater Williamsburg Chamber of Commerce

Staff Members Present

Edward Harris, CEO
Jackie Lavan, Executive Assistant
David Turner, CFO
Elisa Hernandez Campana, Destination Development Director
Brittany Alger, Sales Director

I. Call to Order

Chair Ruth Larson called the meeting to order.

II. Chair Report

Ms. Larson welcomed Carly Fiorina to the Williamsburg Tourism Council and noted that Mayor Pons will not be seeking reelection this winter. She thanked Mayor Pons for his service to the destination and expressed her appreciation for his invaluable contributions.

a. Action Items

Motion

Annual Meeting

Mr. Kirkland moved to defer the 2026 Annual Meeting to the November Board meeting. Ms. Kellogg seconded the motion. The motion was unanimously approved by the Board.

Motion

Bylaws Amendment

Mr. Kirkland moved to amend the Bylaws to designate November as the month of the Annual Meeting. Ms. Kellogg seconded the motion. The motion was unanimously approved by the Board.

b. Vice Chair

Ms. Larson canvassed the Board for nominations for Vice Chair for the remainder of the term and received one response.

Motion

Ms. Larson nominated Mr. Kirkland to serve as Vice Chair for the remainder of the term and moved to approve the nomination. Ms. Noll seconded the motion. The motion was approved unanimously by the voting members, with Mr. Kirkland abstaining.

III. Public Comment

There was no public comment.

IV. Roundtable Discussion

Ms. Larson introduced the roundtable discussion.

Kevin Lembke:

Mr. Lembke reported a strong spring break at Busch Gardens, the reopening of the renovated Verbolten roller coaster, and the opening of Water Country USA. He also noted that a major summer announcement is forthcoming.

Adria Vanhoozier:

Ms. Vanhoozier noted that this would be her final WTC Board meeting and that Kristin Creasy would succeed her as Chair of the Greater Williamsburg Chamber of Commerce. She thanked Visit Williamsburg and the WTC for the opportunity to serve.

Ron Kirkland:

Mr. Kirkland noted that room rates have remained flat but expressed optimism for the summer, citing recent destination investments, the TODAY Show, Williamsburg 250, and the opening of the Greater Williamsburg Sports and Events Center.

Sheila Noll:

Ms. Noll highlighted the success of York County's citizen government program, noting strong participation and its value in promoting transparency, civic engagement, and greater understanding of local government.

Ruth Larson:

Ms. Larson provided updates on James City County's budget, Revolutionary Rhythms, the upcoming Greater Williamsburg Sports and Events Center ribbon cutting, and the reopening of Two Rivers Country Club following renovations.

Mayor Doug Pons:

Mayor Pons provided updates on the City of Williamsburg's budget process, welcomed the Board to the new Police Station, and expressed optimism for the summer. He also noted that Michelle DeWitt is serving as Interim City Manager.

Michael Claar:

Mr. Claar reported that WARA membership has grown to 130 members and community gift certificate sales are up year over year. He noted continued local support and favorable weather, while staffing remains a challenge for restaurants seeking to operate seven days a week.

Carly Fiorina:

Ms. Fiorina introduced Dana Tomin, Community Engagement and Real Estate Vice President, who may attend future Board meetings on her behalf. She highlighted Colonial Williamsburg's upcoming July 4 programming and national PBS broadcast, which is expected to draw significant visitation.

Ms. Fiorina also shared that Colonial Williamsburg has begun a strategic planning process and emphasized opportunities to leverage its assets in collaboration with Visit Williamsburg and community partners to support future growth.

Denise Kellogg:

Ms. Kellogg highlighted upcoming summer programming, including the six-part *Unfolding Rebellion* series, and ongoing capital improvements to address flooding and infrastructure needs at Jamestowne. She noted that visitation has remained relatively flat, while fundraising is on track for a record-breaking year.

V. Minutes

Ms. Larson opened the floor to review the meeting minutes from March 10, 2026, included in the meeting packet. With no comments, she called for a motion to approve.

Motion

Mr. Kirkland moved to approve the minutes, and Ms. Noll seconded the motion. The Board unanimously approved the motion.

VI. Treasurer's Report

Financials

Mayor Pons noted that the monthly financials were provided to the Board and had been reviewed by the Finance Committee. He reported that the financials were in order.

FY 2027 Budget Presentation

Mr. Turner presented the proposed FY 2027 budget, highlighting key revenue and expenditure assumptions, continued investment in destination marketing and sales initiatives, and opportunities to increase operational efficiencies. He noted that the proposed budget is balanced and supports continued growth in leisure, group, and sports tourism.

The Board discussed marketing and sales investments, future tourism development, and opportunities to generate additional weekday visitation.

Detailed budget information is included in the meeting packet.

Motion

Mayor Pons recommended approval of the FY 2027 budget as presented. The Board unanimously approved the motion.

VII. CEO Report

Mr. Harris reported positive year-to-date tourism and lodging performance and encouraging booking trends heading into the summer. He highlighted ongoing marketing and public relations efforts supporting the 250th commemoration, including the "America's Journey Begins" campaign and the successful TODAY Show broadcast showcasing the Historic Triangle.

Mr. Harris reported that the strategic plan remains on schedule for completion prior to the new fiscal year and will be presented to the Board for review and finalization.

Mr. Harris also recapped the recent Tourism Summit, which focused on tourism trends, the 250th commemoration, and the Greater Williamsburg Sports and Events Center.

VIII. Events Update

Ms. Hernandez Campana provided an update on Visit Williamsburg's events initiatives, highlighting the Events Committee, the successful Great American Birthday Quilt reveal, and other activities supporting the 250th commemoration.

She reviewed upcoming events, including the opening of the Greater Williamsburg Sports and Events Center, the Pancake Festival, and Victory Weekend, as well as longer-term event development and the five-year “March to Victory” leading to the 250th anniversary of the victory at Yorktown in 2031.

IX. Sales Update

Brittany Alger, Sales Director, provided an update on group sales activity and recent booking successes, highlighting conferences, group tours, and familiarization tours that have generated new business opportunities.

Ms. Alger also discussed efforts to strengthen industry and community partnerships, pursue larger group business, and expand into new markets, with an emphasis on increasing weekday and shoulder-season visitation.

X. New Business

None.

XI. Old Business

None.

XII. Adjournment

There being no further business, the meeting was adjourned at 2:10 p.m.

Treasurer's Report

Revenue / Expenses July 2026

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,366,328	1,397,610	(31,282)
\$1 Transient Tax	155,541	143,090	12,451
Maintenance of Effort Funds	38,666	38,666	(0)
Other	28,011	9,365	18,646
Unrestricted Reserves	0	0	0
Total Revenue	1,588,545	1,588,731	(186)
EXPENSES			
Marketing Activities	678,447	1,022,214	343,767
Employee Expenses	79,042	82,086	3,044
Total Destination Marketing	757,489	1,104,300	346,811
Sales Activities	156,187	323,937	167,750
Employee Expenses	67,379	71,556	4,177
Total Sales & Other Marketing	223,566	395,493	171,926
Administrative Services	39,572	44,910	5,337
Admin Employee Expenses	79,642	78,716	(926)
Total Administration	119,215	123,626	4,411
Total Expenses	1,100,270	1,623,418	523,148
Net Revenue Expense by Month	488,276	(34,687)	522,963

Treasurer's Report

Cash on Hand
July 2026

Operating Cash

Cash Balances	May-26		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 7,991,136	\$ 5,339,794	\$ 2,651,342
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank CD	\$ 808,319	\$ -	\$ 808,319
Total Cash on Hand	\$ 8,800,455	\$ 5,339,794	\$ 3,460,661

Jun-26		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 7,913,658	\$ 3,823,001	\$ 4,090,657
\$ 1,000	\$ -	\$ 1,000
\$ 810,024	\$ -	\$ 810,024
\$ 8,724,682	\$ 3,823,001	\$ 4,901,681

Jul-26		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 7,480,000	\$ 5,267,077	\$ 2,212,923
\$ 1,000	\$ -	\$ 1,000
\$ 812,181	\$ -	\$ 812,181
\$ 8,293,181	\$ 5,267,077	\$ 3,026,104

Key Sources of Funds	May-26		
	Actual	Budget	Variance
State Disbursement	\$ 1,452,523	\$ 1,405,547	\$ 46,976
Total Gov't Sources	\$ 1,452,523	\$ 1,405,547	\$ 46,976

Jun-26		
Actual	Budget	Variance
\$ 1,496,807	\$ 1,505,506	\$ (8,699)
\$ 1,496,807	\$ 1,505,506	\$ (8,699)

Jul-26		
Actual	Budget	Variance
\$ 1,526,869	\$ 1,540,700	\$ (13,831)
\$ 1,526,869	\$ 1,540,700	\$ (13,831)

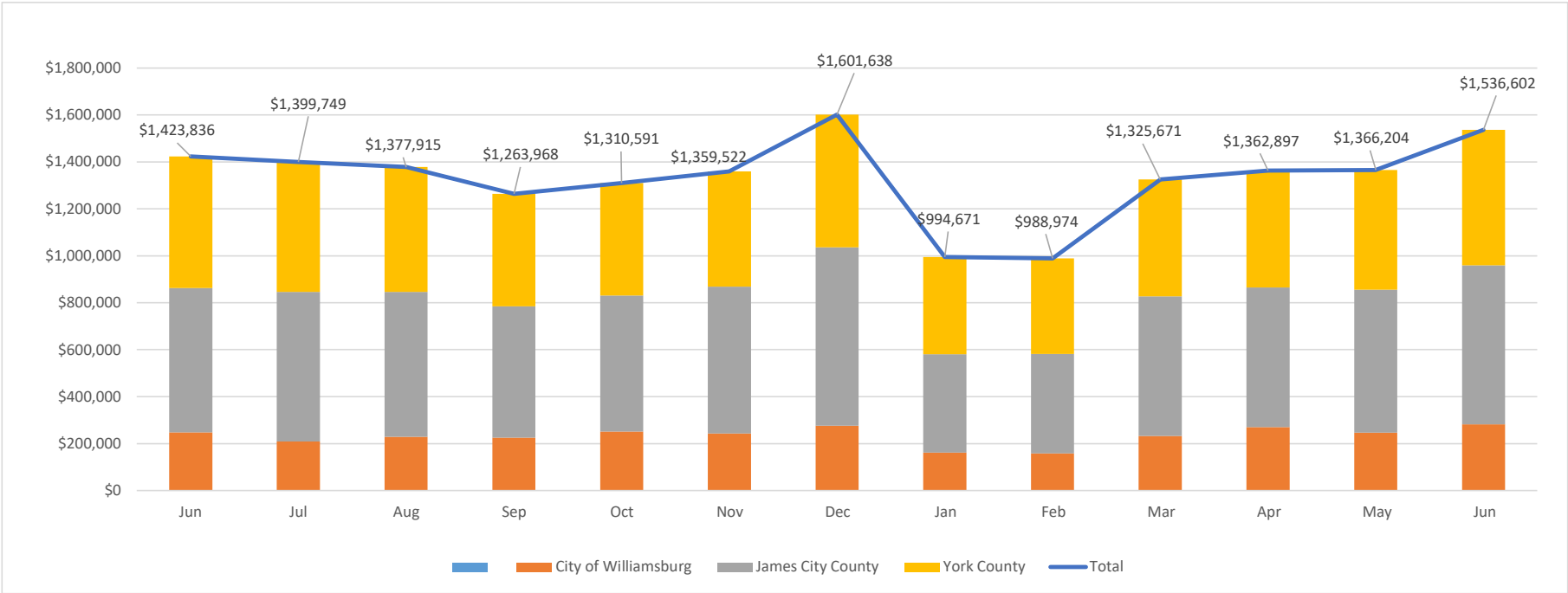
Interest Earned:			
State Interest Paid	\$ 12,476	\$ -	\$ 12,476
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 21,053	\$ 9,365	\$ 11,688
Ches Bank CD	\$ 1,671	\$ -	\$ 1,671
Total Interest Earned	\$ 35,199	\$ 9,365	\$ 25,834

\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 20,172	\$ 7,282	\$ 12,890
\$ 1,705	\$ -	\$ 1,705
\$ 21,877	\$ 7,282	\$ 14,595

\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 20,888	\$ 9,365	\$ 11,523
\$ 2,131	\$ -	\$ 2,131
\$ 23,020	\$ 9,365	\$ 13,655

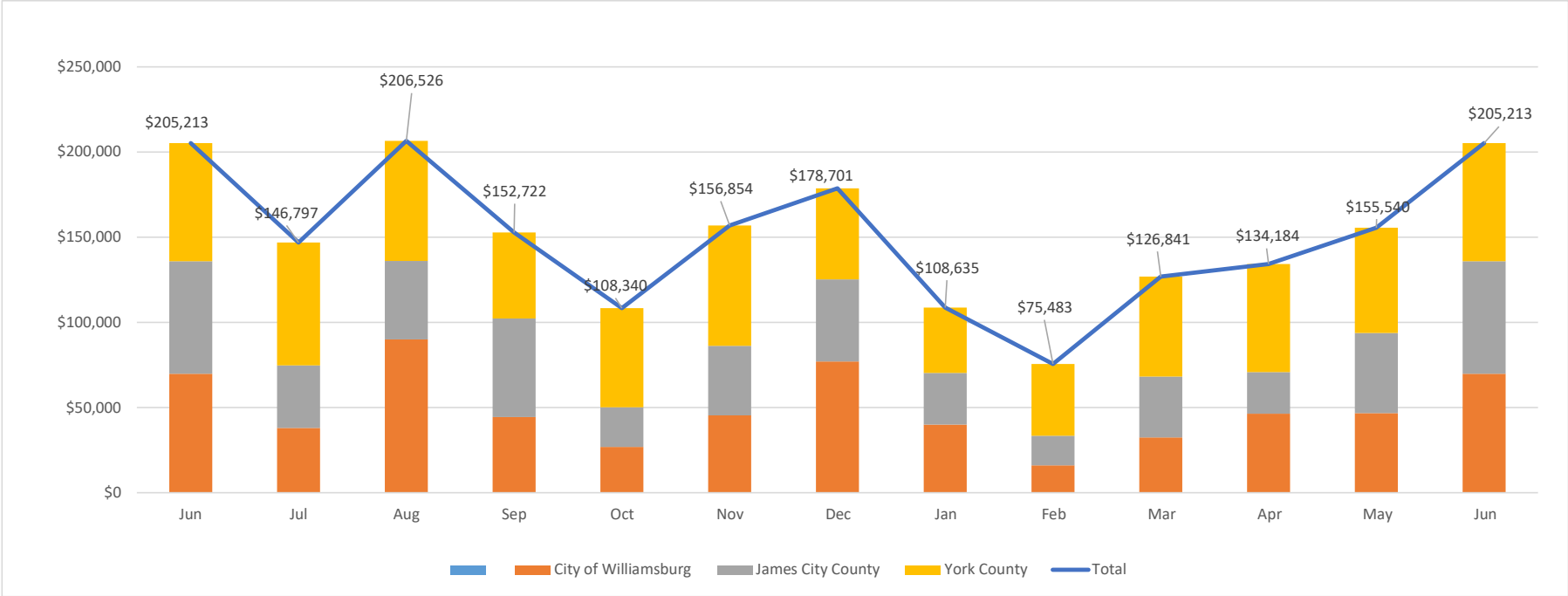
Accounts payable balance as of July 31, 2026:	\$ 1,103,799
Uncleared checks & payments balance:	1,167,575
Total Open Payables transactions:	\$ 2,271,374

SOURCE: York County, Office of the Commissioner of Revenue



§§ 58.1-603.2 1/2 of 1%													
CY 2024/2025	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$209,194	\$228,829	\$225,203	\$250,776	\$243,173	\$275,950	\$162,152	\$157,849	\$233,145	\$270,489	\$247,091	\$282,122	\$2,785,973
James City County	\$637,526	\$618,169	\$560,234	\$580,139	\$624,929	\$760,474	\$417,780	\$423,773	\$594,066	\$594,597	\$607,949	\$676,715	\$7,096,352
York County	\$553,029	\$530,917	\$478,531	\$479,676	\$491,421	\$565,214	\$414,739	\$407,352	\$498,460	\$497,810	\$511,164	\$577,764	\$6,006,077
Total	\$1,399,749	\$1,377,915	\$1,263,968	\$1,310,591	\$1,359,522	\$1,601,638	\$994,671	\$988,974	\$1,325,671	\$1,362,897	\$1,366,204	\$1,536,602	\$15,888,402
Calendar YTD Total												\$7,575,019	
CY 2023/2024	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$224,996	\$217,995	\$205,427	\$228,284	\$217,692	\$266,141	\$167,800	\$152,131	\$212,669	\$239,626	\$230,344	\$247,996	\$2,611,102
James City County	\$592,979	\$577,012	\$525,458	\$568,215	\$601,388	\$692,950	\$405,348	\$376,020	\$556,313	\$573,465	\$589,691	\$614,553	\$6,673,392
York County	\$568,412	\$500,534	\$474,318	\$488,266	\$488,034	\$572,255	\$404,503	\$384,578	\$502,108	\$501,981	\$524,491	\$561,287	\$5,970,766
Total	\$1,386,388	\$1,295,542	\$1,205,203	\$1,284,764	\$1,307,114	\$1,531,346	\$977,651	\$912,729	\$1,271,090	\$1,315,073	\$1,344,526	\$1,423,836	\$15,255,260
Calendar YTD Total												\$7,244,904	

SOURCE: York County, Office of the Commissioner of Revenue



Transient Tax \$1 of the \$2													
CY2025/2026	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$37,995	\$90,059	\$44,375	\$26,778	\$45,450	\$76,995	\$39,961	\$16,094	\$32,514	\$46,293	\$46,723	\$67,098	\$570,335
James City County	\$36,751	\$46,078	\$57,900	\$23,354	\$40,797	\$48,181	\$30,397	\$17,211	\$35,664	\$24,443	\$46,938	\$69,688	\$477,402
York County	\$72,051	\$70,389	\$50,447	\$58,208	\$67,426	\$53,525	\$38,277	\$42,178	\$58,663	\$63,448	\$61,879	\$70,434	\$706,925
Total	\$146,797	\$206,526	\$152,722	\$108,340	\$153,673	\$178,701	\$108,635	\$75,483	\$126,841	\$134,184	\$155,540	\$207,220	\$1,754,662
Calendar YTD Total												\$807,903	
CY2024/2025	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$63,258	\$36,943	\$55,555	\$35,630	\$53,107	\$29,801	\$36,219	\$8,660	\$50,132	\$20,733	\$47,483	\$69,882	\$507,403
James City County	\$72,671	\$33,323	\$56,196	\$43,992	\$26,600	\$32,345	\$25,924	\$26,698	\$21,595	\$56,932	\$21,651	\$65,958	\$483,885
York County	\$73,492	\$71,107	\$51,021	\$62,417	\$51,636	\$52,408	\$40,041	\$39,863	\$59,242	\$68,735	\$68,454	\$69,373	\$707,789
Total	\$209,421	\$141,373	\$162,772	\$142,039	\$131,343	\$114,554	\$102,184	\$75,221	\$130,969	\$146,400	\$137,588	\$205,213	\$1,699,077
Calendar YTD Total												\$797,575	