



Williamsburg Tourism Council Meeting Agenda  
September 19, 2023 // 1:00 p.m.

Yorktown Historic Freight Shed  
331 Water Street, Yorktown, VA, 23690

Agenda Items

- I. Call to Order/Roll Call
- II. Public Comment
- III. Longwoods International Briefing  
*Amir Eylon, President and CEO, Longwoods International*
- IV. Virginia Tourism Corporation (VTC) Briefing  
*Rita McClenny, President and CEO, VTC*
- V. Roundtable Discussion
- VI. Minutes
  - Action Item: Approve July 18, 2023 Meeting Minutes
  - See ATTACHMENT A – 07.18.23 Meeting Minutes
- VII. Chair Report
- 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. Closed Session
  - Action Item
  - Pursuant to Va. Code Section 2.2-3711(A)(1) to discuss personnel matters
- XIII. Adjournment