



**Prince William County Office of Tourism
Tourism Industry Advisory Board Meeting**

**The Winery at LaGrange – Barrel Room
4970 Antioch Rd. ,Haymarket, VA 20169**

Wednesday, July 27, 2022 – 9:00am

Agenda

- I. **Call to Order**
- II. **Acceptance of Agenda** **(BOARD ACTION)**
- III. **Citizen Time**
- IV. **Acceptance of April 27, 2022 Board Minutes** **(BOARD ACTION)**
- V. **Board Chair Time (Chairman Michelle DeWitt)**
 - a) **Introduction of new Tourism Director-** Kevin Costello
 - b) **Welcome New Board Members**
 - Jacqueline Connor of Hylton Performing Arts Center – Representing Arts/Culture Industry
 - Thida Win-Love of IMG Hotels- Representing the B&B/Hotel/Motel Industry
 - Claudia Friar of Jiffy Lube Live- Representing Entertainment Industry
- VI. **Tourism Director Update (Kevin Costello)**
 - a) Update on open Tourism positions
 - b) Transient Occupancy Tax Revenue Report-June 2022
 - c) 2021 Annual Report
- VII. **Departmental Updates (Handout provided for the following report)**
 - a) *Sales, Marketing, Sports Tourism Q4 (April-June 2022)*
- VIII. **Advisory Board Members Time**
- IX. **Adjournment** **(BOARD ACTION)**

2022 Advisory Board Retreat & Tourism Master Planning Session immediately following this meeting

Next Advisory Board Meeting: October 26, 2022 – Location TBD



Visit PWC Tourism Industry Advisory Board -Planning Retreat

- I. **Review & Update**
 - a. Advisory Board Charter
 - b. Mission
 - c. Vision

- II. **Situational Analysis**
 - a. Gap Analysis
 - i. Outdoors
 - ii. Historic
 - iii. Lodging
 - iv. Attractions
 - v. Dining
 - vi. Retail
 - vii. Events
 - viii. Niche
 - b. SWOT
 - i. Strengths
 - ii. Weaknesses
 - iii. Opportunities
 - iv. Threats

- III. **Path Forward**
 - 1. Goal – Product
 - a. Objective
 - 2. Goal - Pillars
 - a. Objectives
 - 3. Goal - Partnerships
 - a. Objectives
 - 4. Goal - Promotions
 - a. Objectives
 - 5. Goal – Policy
 - a. Objective

- IV. **Wrap up and Conclusion**