



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

**Comfort Inn  
16931 Old Stage Rd., Dumfries, VA 22025  
Wednesday, October 26, 2022 – 9:00am**

**Agenda**

- I. Call to Order**
- II. Acceptance of Agenda** (BOARD ACTION)
- III. Citizen Time**
- IV. Acceptance of July 27, 2022 Advisory Board Minutes** (BOARD ACTION)
- V. Board Chair Time (Chairman Michelle DeWitt)**
  - a) Set dates/times for 2023 Quarterly Tourism Advisory Board Meetings
  - b) Tourism Advisory Board Members Expiring Terms Dec. 31, 2022 -Up for Reappointment (Maureen Brennan, Asad Chaudhry, Jim Larkin and Cathy Madigan)
  - c) Nominations for Chair and Vice Chair positions- Vote taken at first board meeting in 2023 (January)
  - d) Strategic Plan – Review and Adopt (BOARD ACTION)
    - o Presentation by Tourism Director, Kevin Costello
- VI. Tourism Director Update (Kevin Costello)**
  - a) Update on open Tourism staff positions
  - b) Transient Occupancy Tax Revenue Report-Sept 2022
  - c) September 2022 Profit and Loss Report
  - d) Smith Travel Reports -September 2022 and 5-Year Report
  - e) Tourism Partner Networking Event – Wed. November 9, 2022 at Hilton Garden Inn in Haymarket (4:00 pm-6:00 pm)
- VII. Departmental Updates (Handout provided for the following report)**
  - a) Sales, Marketing, Sports Tourism Q1- 2023 (July- Sept 2022)
- VIII. Advisory Board Members Time**
- IX. Adjournment** (BOARD ACTION)

**Next Advisory Board Meeting:** January 2023 Date and Location TBD