



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

Wednesday, January 26, 2022 – 9:15am

**The Black Sheep @ 2 Silos
9935 Discovery Blvd.
Manassas, VA 20109**

Agenda

I. Call to Order

II. Acceptance of Agenda

(BOARD ACTION)

III. Citizen Time

IV. Acceptance of October 27, 2021 Board Minutes

(BOARD ACTION)

V. Board Chair Time

a) **VTC VA-1 Conference Recap**

b) **2022 Advisory Board Retreat & Tourism Master Plan Summit Discussion
Set Date and Time (Either April or July)**

(BOARD ACTION)

c) **Tourism Advisory Board Members Update
Open Seat- Culture/History; Recommendations on vacancy**

VI. Tourism Director & DPRT Director Update

a) **PWC Weddings & Events**

a. **Guest: Marcus Silva; Villagio Group**

b. **Staff Presentation**

b) **County Per Diem Update**

c) **Update related to Director of Tourism vacancy**

d) **PWC Branding Update**

- e) Marine Corps Marathon 17.75K Sponsorship
- f) Restore Retail and Lift Up Lodging Grant Update
- g) Annual Report available in February
- h) Recognition of Staff and Advisory Board

VII. Nomination and Election of Officers for 2022

(BOARD ACTION)

VIII. Staff Updates (Handout provided for the following reports)

- Sales, Marketing, Sports Tourism

IX. Advisory Board Members Time

X. Adjournment

(BOARD ACTION)

Next Advisory Board Meeting: April 27,2022 – Location TBD