

# VIRGINIA IS FOR LO♥ERS

## **AGENDA VIRGINIA TOURISM AUTHORITY BOARD OF DIRECTORS WINTER MEETING**

**Virginia Tourism Corporation  
901 E. Cary St, Suite 900  
Richmond, VA 23219  
9<sup>th</sup> Floor Board Room**

**Thursday, December 07, 2023  
9:00AM – 12:00PM**

**08:00 – 08:45 a.m.**

**Breakfast in Board Room**

**09:00 a.m.**

**I. Call to Order**

Susan K. Payne, Chairwoman of the Board

**II. Investiture of New Members**

Justin Beale of Virginia Beach

*Vice President of Sales & Marketing: Cavalier  
Resort*

**III. Approval of Minutes**

**IV. Report of the Secretary of Commerce and  
Trade**

Chelsea Jenkins, Deputy Secretary of Commerce  
& Trade

**V. Brand Audit Results and Discussion**

Love Communications & Sway Creative Labs

**VI. Public Comment**

**VII. Adjournment**