

WS
3-27-13

CITY COUNCIL WORK SESSION
with the
ALEXANDRIA CONVENTION & VISITORS ASSOCIATION
WEDNESDAY, MARCH 27, 2013
5:30 P.M.
CITY COUNCIL WORKROOM

AGENDA

- I. Welcome and Comments by the Mayor Mayor William D. Euille

- II. Introduction and Overview Jody Manor, Chair
ACVA Board of Governors

- III. Presentation Patricia Washington,
President & CEO, ACVA
 - A. Goals
 - B. Economic Impact and Return on Investment
 - C. Tourism Growth Opportunities
 - D. Targeted Audiences
 - E. Branding and Marketing Strategy

- IV. Discussion City Council

- V. Adjournment

Individuals with disabilities who require assistance or special arrangements to participate in the City Council Work Session may call the City Clerk and Clerk of Council's Office at 746-4500 (TTY/TDD 838-5056). We request that you provide a 48-hour notice so that the proper arrangements may be made.