

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

AGENDA

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| I. | Welcome and Comments by the Mayor | Mayor William D. Euille |
| II. | Introduction and Overview | Jody Manor, Chair
ACVA Board of Governors |
| III. | Presentation
A. Goals
B. Economic Impact and Return on Investment
C. Tourism Growth Opportunities
D. Targeted Audiences
E. Branding and Marketing Strategy | Patricia Washington,
President & CEO, ACVA |
| 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.