



GREATER WILLIAMSBURG  
CHAMBER & TOURISM ALLIANCE  
DESTINATION CAMPAIGN MARKETING

**Website Advisory Group**

Meeting Notes: Thursday, November 14, 2013 ● 3:30-5:00 pm ● GWCTA, Williamsburg, VA

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**Group Members & Others In Attendance**

Website Co-Chair: Skip Ferebee

Director Destination Marketing: Corrina Ferguson

Group Members: Renee Dallman, Rich Hill, Robert Jeffrey, Billy Scruggs, Bruce Wilson

Chamber Staff: Bob Harris, Joanna Skrabala

WADMC Staff: Dave Potter

Web Contractor: Aaron Bull

Members not in attendance: Susan Bak, Scott Hart

1. Skip Ferebee called the meeting to order

**2. Discussion of October 10, 2013 meeting notes**

2. Corrina Ferguson presented [Director's Report](#) presented to the WADMC members 10/28/2013.

**4. Review of Website Improvements included:**

- a. Correction to images on mobile version after home page redesign
- b. Re-sizing of header images after site load on Attractions, Golf, Restaurants, etc (not Lodging) corrected
- c. Ongoing corrections to loading of images by Aaron Bull
- d. On-line press room- Project is ongoing. New template with assistance from Mannix is functioning well. High-res images can be stored on the site and we can manage in-house. Corrina will bring a suggestion to the PR group to add captions to the header images with captions to mirror homepage format
- e. Christmas section – complete redesign based on the template developed for the press room
- f. Holiday email to go out Nov. 13 with new coupons page

**5. Web User Testing**

Videos complete, but not analyzed. Saving almost \$10,000 by processing in-house, but will require time. Only functionality concerns noted were a caching issue in the BE and inability of people to sign up for the newsletter. Group agreed to search out some "Best Practices" options from other destination websites and will report back to Corrina.

**6. Upgrades to Site Navigation on the home page -**

The group looked at the following examples to consider reorganizing the functionality based on consumer versus professional.

<http://www.charlestoncvb.com/visitors/>

<http://www.visitphilly.com/>

<http://www.visitmyrtlebeach.com/>

<http://www.seepuertorico.com/>

The group decided to reduce and consolidate some of the topics on the top navigation bar consolidating professional into one tab "Groups & More". The second navigation bar will be changed to consolidate consumer topics to four buttons "Things to do", "Places to stay", "Dining" and "Deals & Packages".

**7. 2014 Web Strategies –**

Bruce Wilson & Skip Ferebee will review previous year's strategies and tactics to provide the group with updated ones for 2014 based on the overall strategies and SWOT analysis. Group will provide feedback upon receipt.

**8. Looking forward – ideas**

Need to address functionality improvements and take action on Web User Testing, however, would like to start thinking further ahead, planning larger issues and looking to 2015. Check out this digital tourism report for online DMO best practices. Can discuss further at next meeting.

[http://thinkdigital.travel/reports/The\\_European\\_NTO\\_Digital\\_Benchmark.pdf](http://thinkdigital.travel/reports/The_European_NTO_Digital_Benchmark.pdf)

**9. Next meeting will be December 12, 3:45 PM – 5:00 PM. Location: Colonial Williamsburg Visitor Center.**

10. There being no further business the meeting was adjourned.