



GREATER WILLIAMSBURG  
CHAMBER & TOURISM ALLIANCE  
DESTINATION CAMPAIGN MARKETING

**Advisory Group Chairs**

Monday, June 24, 2013 • 11:00 am-12:00 pm • GWCTA, Williamsburg, VA

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**Group Members Present**

*Advisory Group Chairs:* Susan Bak (via teleconference), Jodi Miller, Julie O'Neil, Kristi Olsen, Debby Padgett, Jody Puckett

*Director, Destination Marketing:* Corrina Ferguson (via teleconference)

*Chamber Staff:* Bob Harris

**Group Members Absent** Sally McConnell

**1. Call to order**

Corrina called the meeting to order at 11:02 am.

**2. 2014 Planning – suggestions for proceeding with advertising RFP**

Corrina gave a brief introduction stating that there have been several suggestions from various parties that we strongly consider going out to an RFP looking for a new creative and media buying agency. Bob added that the Advertising co-chairs met with Dick, Corrina and himself to discuss the ramifications and the potential process. He reminded everyone that WADMC has been working with the same agency since 2009, and it is probably an appropriate time to reevaluate.

Susan stated she is very supportive of the process, but is concerned about the timing. Bob agreed, and stated Dick strongly feels we have a bit more flexibility to move the process along a bit faster under the present agreement between the Alliance and WADMC. Jodi commented she has reviewed the contract; however it does not clearly speak to this situation. She recommends we seek clarification as to what the expectations are under the new agreement and managing a public RFP process.

Bob will discuss the process with the Executive Committee at this evening's meeting and report back with their feedback and rough timeline. Jodi suggested we request moving the currently scheduled 2014 WADMC strategy planning session from September to October to allow for completion of the process in bringing on a new agency and development of the proposed strategy.

**3. Potential modifications to scheduled 7/31 Agency Review Session**

Corrina reminded the group that we had previously agreed to and scheduled the annual agency review and strategy session for July 31. She pointed out that as we are considering going out to bid for a new creative agency, it does not seem to be an efficient use of everyone's time to have the complete meeting without the new agency.

The group agreed it still does make sense to request the annual year-in-review; but to organize it as a video conference to save time and money. The group also agreed said meeting should be scheduled for some time in mid-August to allow for the RFP process to be well established and end-of-season campaigns to complete. Corrina will follow through with finding potential dates and informing the agencies.

#### **4. ARES and Booking Engine review**

Bob gave a brief update on some of the recent questions that have been raised regarding the ARES booking engine software. Ron Kirkland, representing the WHMA, has posed several detailed questions regarding the various fees ARES charges to manage the program. Although we have been in constant communication with ARES representatives, we have not been able to satisfactorily understand the fee structure and explain it. Earlier today Joan Heikens gave a review of the materials developed in 2009 during the RFP and contract negotiating process to Bob, Corrina, Julie and Kristi. The presentation was very helpful in explaining the many complexities involved in determining the fees. The next steps will be for Joan to confirm with Rob / ARES that all of her information remains current; Corrina to schedule a meeting with Ron, Joan, Corrina and Rob; Bob to review the above with the WADMC Executive Committee tonight and invite them to attend the meeting if so desired.

Bob noted two important facts: A. The WADMC booking engine only represents approximately 1% of the annual bookings to the destination. This is a fact that should help keep the amount of time and effort put into this effort in perspective.

B. The use of ARES was approved by the members of WADMC in 2009, and there have been no complaints shared until now.

#### **5. Other Business**

None

#### **7. Next meeting(s)**

Agreed it would be best to have monthly meetings, with additional meetings added as necessary. Jodi also requested the creation of a new Drop Box account, just for Advisory Group Chairs material. Suggested placing all meeting notes in the account as a start to keeping all Chairs advised of what other groups are working on. Corrina will set this up. Corrina will first get approval on meeting notes from the committee chairs prior to placing in Drop Box.

Regular meeting schedule: Third Wednesday of every month; 3:00-5:00.

Next Meeting: July 17, 2013. Meeting location TBD

#### **8. Meeting Adjourned at 11:59am**