



GREATER WILLIAMSBURG
CHAMBER & TOURISM ALLIANCE
DESTINATION CAMPAIGN MARKETING
Public Relations Advisory Group

MEETING NOTES: Friday, June 28, 2013 • 10:00-11:00 am • Williamsburg Municipal Building, Williamsburg, VA

Group Members Present

Public Relations Co-Chairs: Debby Padgett, Jody Puckett

Retiring Chair: Priscilla Caldwell

Director, Destination Marketing: Corrina Ferguson (via teleconference)

Group Members: Koy Grant for Kevin Crossett, Jeffrey Howell, Kate Hoving, Suzanne Seurattan

Other Contractors: Dave Potter; Maureen Haley, Megan McHale (via teleconference)

Group Members Absent Barbara Brown

1. Debby called the meeting to order at 10:09

2. Welcome and Introductions

Debby welcomed the group and thanked Priscilla for her years of leadership as the past chair of the group. Members briefly introduced themselves.

3. Review Advisory Group Charter and Guidelines

Debby passed out copies of the new Advisory Group Charter and the new AG Conduct & Guideline outline. Corrina briefly reviewed them and pointed out that in order for the group to successfully meet the Charter goal of promoting the Historic Triangle as an overnight destination, everyone needs to remember to focus collaboratively on that goal, not on their individual business needs or goals.

4. Brief overview of PR Advisory Group

Debby passed out copies of the 2013 renewal proposal from DCI and the June monthly report. Priscilla and Debby briefly reviewed the annual plan as well as the four key messages developed for the current 2013 PR efforts.

Key Messages:

- Williamsburg is a family travel destination offering fun, meaningful and relaxing vacation experiences for families and travelers of all ages.
- Greater Williamsburg is a perfect weekend getaway offering something for everyone
- History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences.
- Greater Williamsburg offers sophisticated travelers contemporary experiences including arts and culture, dining, fine inns and hotels, spa, shopping and golf.

Discussion ensued regarding the current online press room and lack of high resolution imagery. Priscilla gave a cursory overview of work done to date and reminded the group the photography component was put on hold while the new Word Press site was completed.

5. Discussion: Procedure for smaller media requests

After discussion, Maureen indicated that in the future she would send out copies of completed media requests from those who did not fit the goals or audience per our PR agreement. This opens opportunities for individual attractions / properties that may still be interested in partnering with smaller media, even if they do not meet the WADMC goals. Kate suggested sending out an "opt-in" email to the entire community twice a year. Then send out requests to those who sign up.

6. June 2013 Monthly report and Budget Overview

Maureen and Megan from DCI reviewed the report and the monthly budget (attached). Corrina requested the budget be projected / estimated for the balance of the year so the group will have a concept as to funds available. Maureen will work on.

7. Discussion: Press Room section of VisitWilliamsburg.com

Briefly reviewed current press room and assets available on the site. The ability to offer high resolution images to the press online is necessary.

Continue this discussion at the next meeting

8. Other Business

Corrina will email copies of the media perception audit to the group. DCI will review / present the audit at the August meeting.

9. Next meetings

Proposed regular meeting schedule: Second Tuesday of every month, 10:00am

Location: Will rotate

Next Meeting: Tuesday, July 9 • Main conference room, Building D, James City County Administration, County Government Center, 101 Mounts Bay Road

10. Meeting Adjourned at 11:16