



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

MEETING NOTES: Tuesday, July 9, 2013 • 10:00-11:00 am • Main conference room, Building D,
James City County Administration, County Government Center, 101 Mounts Bay Road Williamsburg, VA

Group Members Present

Public Relations Co-Chairs: Debby Padgett, Jody Puckett

Director, Destination Marketing: Corrina Ferguson

Group Members: Kevin Crossett (via tele-conference), Jeffrey Howell, Suzanne Seurattan

Group Members Absent Barbara Brown, Kate Hoving

1. Debby called the meeting to order at 10:15

2. Discussion of 6.28.2013 meeting notes

Corrina emailed the 6.28 meeting notes to the group yesterday. Jody asked if there were any comments on the notes. No changes were requested.

3. Follow up discussion: Procedure for smaller media requests

At the previous meeting, Kate suggested sending out an "opt-in" email to the entire tourism community twice a year. Then our group can send out media information and/or requests to those who sign up. The group discussed a few items. Debby pointed out that historically, we do not get many media requests that DCI does not handle for us. It has been a bit unusual to have received two in the past month. Jeff commented that he frequently receives information on group tours and AAA from Bob Harris, Lisa Pacheco and Vivian Bunting at the Chamber. Corrina will follow up with the mentioned chamber staff to see if there is a system in place that we can piggy back on. Note: the caveat for this effort is only for media that do not fit within the scope of DCI's work. To assist with keeping the regional message, we can send a one-page or one paragraph basic intro to the media.

4. Continued from previous meeting: Press Room section of VisitWilliamsburg.com

- Corrina mentioned that improving the media section of the site has been on the list for this group, yet on hold until the website functionality converted. Now that the website is in Word Press and can easily be updated, we need to review the press room as a whole and review the needs for a photography section.
- After a bit of discussion the group agreed that since we are in a very immediate world, the more accessible we can make our regional images the better. Our goal is to create a page that showcases thumbnail images for review. When a journalist wants to download one or more, they will fill out a form with their contact information and agree to terms of use, and submit for approval to download the high-resolution image.
- Another potential goal would be to offer B-roll in some form from the media section as well. We need to research potential hosting options including Vimeo, YouTube and more.
- When the revised media section is completed, we would like to try to drive more traffic to it. Ideas include adding a link to the page from the Chamber site, move the link from the bottom to the top of the page.
- To improve the photography, we will need a set of guideline / parameters for the quantity and content of the photos. Will ask DCI for assistance managing this component of the project.

ACTION

We request that every member of the group review the following similar DMO press rooms for ideas and conversation starters. Please share with Corrina your three favorite things about the sites. Corrina will compile the list and send back to the whole group. Note: We need a concept of ideas we like / don't like so we can determine the cost, if any, to moving forward on these projects. Please respond with your feedback on or before July 19.

<http://www.exploreasheville.com/press-room/>

<http://pressroom.visitvirginiabeach.com>

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

<http://media.visitorlando.com/>

<http://visitsavannah.com/press-and-media/welcome.aspx>

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

5. Other Business

None

6. Next meetings

Note - regular meeting schedule: Second Tuesday of every month

Next meeting: Tuesday, July 30 • DCI will be on-site Location: Colonial Williamsburg

No August 13 meeting

September 10, 2013

Location: Doubletree by Hilton

7. Meeting Adjourned at 11:03