



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

Meeting Notes: Tuesday, August 12, 2014 ● 10:00-12:00 pm ● City of Williamsburg

Group Members Attending:

Public Relations Co-Chairs: Debby Padgett, Jody Puckett

Director, Destination Marketing: Corrina Ferguson

Group Members: Barbara Brown, Kevin Crossett, Kate Hoving, Suzanne Seurattan, Helen Lane, Kristi Olsen

Group Members Absent: Denise Creasman,

WADMC Staff: Dave Potter

Development Counselors International: Maureen Haley, Krystal Carter

1. **DCI Report** - Maureen Haley announced personnel changes with Megan being replaced by Krystal Carter doing day to day management on the WADMC account. She continued with reviewing the DCI July Monthly report starting with results. There were 11 results published this month and 3 press trips to Williamsburg bringing the year to date total to 23. Everyone was thanked for their flexibility and quick turnaround with the short lead times. DCI has been getting a great deal of positive feedback in regards to the Online Press Room and in particular the image library. They will be sending a request for additional new fall images to be used to update the library.

2. **August Work Plan** - DCI is working to develop promotional broadcast opportunities such as trip give-a-ways with the Price Is Right, Travel Channel & Rachel Ray. They will continue to actively promote "All in for August" Promotion and at the conclusion do a recap story for local distribution. DCI is working with Corrina on developing a new partnership with PEOPLExpress. PEOPLExpress had approached the chamber and WADMC expressing interest in co-op media and assist with hosting travel writers from their source markets.

The fall story ideas were passed around for discussion. It was felt Art Month should be changed to Fall Arts and Thanksgiving should be included in fall versus holiday. Feedback with new images is requested as soon as possible so updates can be posted in the News Room. DCI will be routing the Holiday story ideas for input and will post as soon as possible. Some of the story ideas for Holiday were to focus on the first weekend in December as a kick off to the holiday season positioned as so much do over three days. Another topic was for Outdoor Things to do featuring the skating rink and other activities.

3. **Open Discussion - Suzanne** announced the college will be adding food truck sponsored by Wholly Habaneros and there will be addition outdoor food carts around the campus center. She also mentioned the article that appeared in Mouse Planet endorsing the college.