

**WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE**

**June 18, 2018**

**3:00 PM Greater Williamsburg Chamber & Tourism Alliance**

**Meeting Notes**

***PRESIDING:*** *Andrea Sardone, CHAIR*

***MEMBERS PRESENT:*** *Phil Emerson, Ron Kirkland, Scott Foster, Neal Chalkley, Ruth Larson, Kevin Lembke*

***MEMBERS NOT PRESENT:*** *Karen Riordan, Walt Zaremba, Rita McClenny*

***OTHERS PRESENT:*** *Dave Potter, Corrina Ferguson, Bob Harris, Julie O'Neil, Jacquelyn Liebler, Amy Jordan, Brian Fuller*

***Purpose of this meeting is to provide a thorough overview of WADMC operations since it is the last meeting before the new legislation goes into effect.***

1. Andrea Sardone established there was a quorum calling the WADMC meeting to order and asked if there was anyone wanting to make a public comment. No one wished to speak.
2. Corrina Ferguson presented the [Director's Report](#) overview of April and May accomplishments beginning with Social Media.
  - Since implementing Chute, we have secured rights to 100+ user-generated photos and continue to use them across social and our website.
  - yTravel, an Australian family of four, visited Greater Williamsburg to showcase the many family-friendly things to do in the destination producing three blog posts and 11 Instagram posts, six more than they were contracted to create.
  - While in Greater Williamsburg for the Taste Festival, we hosted, Alicia, a travel, fashion and lifestyle influencer from DC to experience “grown-up” version of Williamsburg and created a travel guide.
  - Year to Date Public Relations successes have included hosting 22 Journalists resulting in 119 new stories with 345,149,052 Media Impressions.
  - Paid media for the month of May included television, digital and print. The strategic partnership with Meredith Publishing produced added value in the form of a custom six page insert in Family Fun magazine and six videos to be displayed with in their parent/family online network.
  - The digital advertising is constantly being optimized to top performing interests by platform, which will be an ongoing effort.

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- We are now doing mobile specific optimization for a better user experience restructuring in positive mobile web analytics.
3. Neal Chalkley presented the [Treasure's Report](#) through May that included the current WADMC budget with projections through 12/31/2018. The attached budget worksheet assumes revenue stops flowing to WADMC after August (in July and August we should still receive the May and June collections), and all programs and contracts continue as-is through 12/31 – currently there is a projected budget shortfall of \$72,430. Note: this is a budget with projections so it is subject to change. The budget and programs will continue to be reviewed in detail each month. There was some discussion regarding the municipalities covering any shortfall resulting during the transition.

The First Quarter Financial Statements compiled by Brigham & Calhoun, PC was presented for acceptance. Ron Kirkland motioned for acceptance of the statements as presented, Scott Foster second, members unanimously approved.

4. Corrina Ferguson led the discussion regarding operations through December 31, 2018.
  - a. There are Contracts in effect with eight companies through December 31. In order for the 2018 Marketing Campaign to continue, these contracts need to remain in force through the end of the year. Also included is budget and time for strategy and planning of the 2019 plan. A complete explanation of each can be found in the [Director's Report](#).
  - b. To continue operations, revenue needs to continue to be received and invoices for work performed to be paid.

The City of Williamsburg City attorney, Christina Shelton has recommended the WADMC Members should entertain a motion for the Executive Committee and Staff to continue operations to complete the 2018 marketing plan to insure a smooth transition to the Tourism Council.

Scott Foster motioned WADMC to direct staff and executive committee to handle all accounts payable and receivable, finalizing the finances of WADMC and implementing the 2018 Marketing Plan and the preparation for the 2019 plan, in preparation for transition to the Tourism Council, until such time that entity assumes such responsibility. Phil Emerson second and the members unanimously approved the motion.

Phil Emerson motioned to direct staff to prepare a monthly status report related to the contracts and ongoing programs, maintain accounting firm to compile



quarterly financials and engage Gordon F. Chappell to do the 2017 annual audit. Ruth Larson second and the members unanimously approved the motion.

5. Ron Kirkland motioned for the Approval of the April 16, 2018 meeting notes with the addition of Kevin Lembke to the members present. Phil Emerson second and the members unanimously approved the motion.
6. Before adjournment, Phil Emerson asked for the WADMC members be recognized for their leadership. The members thanked Phil for his years of service and leadership as well.
7. With no other business, Andrea Sardone adjourned the final WADMC meeting.

**Respectfully submitted by;**

**David M. Potter**