

WADMC EXECUTIVE COMMITTEE
March 20, 2017
Williamsburg Area Chamber & Tourism Alliance
2:00 PM
Meeting Notes

1. **PRESIDING: Kevin Onizuk, CHAIR**
2. **PRESENT: David Cromwell, Andrea Sardone**
3. **OTHERS PRESENT: Karen Riordan, Bob Harris, Corrina Ferguson, Dave Potter**
4. **Kevin Onizuk** called the meeting to order.
5. **FINANCE REPORT 2017** – **Andrea Sardone** reported on the January & February Financial Reports noting revenue is running ahead of plan. Expenses for 2016 carried over to January resulted in a negative variance to plan. Cash on hand at year end was greater than projected enabling the cash flow in the first two months of 2017 not to be negatively affected.
6. **DIRECTOR'S REPORT** – **Corrina Ferguson** provided a campaign update noting the launching of the digital, cable TV, streaming video and print that began March 1. New landing page live <http://www.visitwilliamsburg.com/fun> and new long-form family <https://youtu.be/0hiRjv6J2W0> are live.

Deals & Packages Launched March 1 on the website with the Booking Engine taken down March 10 with all e-commerce direct purchase to our local partners. We are constantly working on outreach to partners to improve their pages and content; February 23 & March 9 – hosted website training. Eleven new Trip Ideas have been added so far this year. The website showed strong positive growth for the first two months.

Press highlights for Public Relations may be viewed as part of the entire [Director's Report](#). Corrina will be going to New York this week and Karen to Washington D.C. next week to meet travel journalists for magazine, newspaper and TV.

7. **Other Business** – **Karen Riordan** provided a follow-up concerning Mr. Lance Zaal's trademark application and pirating of "Williamsburg Tasting Trail". A letter was sent to Mr. Zaal protesting the application and use of WADMC & Greater Williamsburg Chamber & Tourism Alliance's signature phrase "The

Williamsburg Tasting Trail". The letter asked Mr. Zaal to withdraw his application so our trademark may move forward.

8. **WADMC April 10 Retreat** – Corrina reported on the progress made with the moderator Susan Rucker. The Retreat agenda was presented and approved with the start time moved from 8:00 am to 7:45 am. There will be information sent to the members prior to the retreat.

9. **ADJOURNMENT** – There being no further business **Kevin adjourned the meeting until next full WADMC Meeting April 10, 7:45 AM – Noon, Bruton Heights Room 119.**

Respectfully submitted by,

David M. Potter
WADMC Account Manager