

WADMC EXECUTIVE COMMITTEE
September 18, 2017
Williamsburg Area Chamber & Tourism Alliance
4:00 PM
Approved Meeting Notes

PRESIDING: Kevin Onizuk, CHAIR

PRESENT: David Cromwell, Andrea Sardone

OTHERS PRESENT: Karen Riordan, Bob Harris, Corrina Ferguson, Dave Potter

1. **Kevin Onizuk** called the meeting to order.
2. Corrina presented the 2018 draft Marketing Strategy for feedback. The draft reflected the input received earlier in the day from the Advertising/Chairs Advisory Committee.

The 2018 preliminary budget was presented as a work in progress. The existing budget was based on when the cash is received not when the visitors show up. Work will be done to better explain how we arrived at the figures for each locality.

3. Andrea presented the Finance Report through August 31. Overall revenue is now in the black driven by City of Williamsburg and York County. James City County is in the red due to over projecting. Working expenses are in the red due to some 2016 expenses paid in 2017. Administration is also in the red due to replacing & upgrading computers.
4. CIVITAS UPDATE – A recap was given from the September 5th Kick Off call and materials requested and provided from the Alliance & WADMC. The schedule was also provided for meetings from now through the end of Phase I on October 13.
5. Karen Riordan suggested the possibility of doing an Alliance and WADMC Board retreat to review the Brand Health Study, Kantar Research and any other items of common interest. The timing would be for a half day the 3rd or 4th week of October. Details will be shared at the October 2nd WADMC Meeting.
6. With no other business, Kevin adjourned the meeting.

Next WADMC Meeting October 2, 3:00 PM Greater Williamsburg Chamber & Tourism Alliance