

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE

November 21, 2016

4:00 PM Zaremba Law

Executive Committee Meeting Notes

1. PRESIDING: WALT ZAREMBA, CHAIR

PRESENT: David Cromwell, Kevin Onizuk

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

2. Walt Zaremba called the meeting to order.
3. David Cromwell presented the Monthly Financial Report through October 31, 2016. Revenue continues to be an issue driven by JCC collections. The shortfall in the September JCC collections was found to be an error of \$20,751.78 which will be corrected in the November distribution. Still on target to end the year with the budgeted \$1.1 million carry over.

David announced the 3rd quarter Compilation Report completed by the Independent Accountant had no exceptions.

4. Corrina Ferguson reported on the progress of the 2017 Marketing Plan. The agencies assisting in plan preparation will be in attendance to co present with Corrina and be available for any questions. Corina will begin with the 2016 accomplishments and learnings then , the board will go into closed session for the 2017 Plan and Budget. The board will go back to open session for voting on the Marketing Plan and Budget.
5. 2017 MEETING SCHEDULE – The Executive Committee chose to recommend following a similar meeting schedule as 2016 which exceeds the Bylaws minimum requirements of four meetings per year. One of the meetings will be reserved for a ½ day retreat. Some of the suggested topics include but are not limited to the purpose of each meeting, What information does the board want out of each meeting and the process it takes to develop the annual Marketing Plan and Budget.
6. The following will be the recommended slate of officers to be presented at the December Meeting:
Kevin Onizuk – Chair
David Cromwell – Vice Chair
Andrea Sardone – Treasurer

Next WADMC Meeting December 12, 12:30 PM, @ Greater Williamsburg Area Chamber & Tourism Alliance

Respectfully submitted by, David M. Potter