

**WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE**

**October 2, 2017**

**3:00 PM @ Williamsburg Area Chamber & Tourism Alliance**

**Approved MEETING NOTES**

**PRESIDING:** Kevin Onizuk, Chair

**PRESENT:** David Cromwell, Andrea Sardone, Walt Zaremba, Ron Kirkland, Phil Emerson

**Not Present:** Scott Foster, Karen Riordan, Rita McClenny, Neal Chalkley

**OTHERS PRESENT:** Dave Potter, Corrina Ferguson, Bob Harris, Kristi Olsen, Jacquelyn Liebler

1. Kevin Onizuk established there was a quorum calling the WADMC meeting to order. No one wished to make a public comment. Ron Kirkland motioned for the approval of [the August 7, 2017 Meeting Notes](#). Andrea Sardone seconded the motion and WADMC members unanimously approved. Kevin motioned to approve the [Executive Committee September 18 Meeting Notes](#). Andrea Sardone seconded and was unanimously approved.
2. Andrea Sardone reported on the [Finance Report ending August 30, 2017](#). Revenue has improved and working expenses will become positive once a media credit from Luckie is received.
3. Corrina Ferguson presented the [Destination Marketing Director's Report](#) which began with the 2017 Campaign Results. The web analytics through the end of September had increased visitation which resulted in higher referral rate to partners. The Funologist campaign which ended in August resulted in 176 million impressions across cable TV, streaming video, print and digital advertising. Press Highlights for August and September showed a dozen top tier placements and continued with proactive press releases and consumer newsletters.

Before presenting the 2018 Strategic Marketing Brief, Corrina asked if anyone had questions from the [Brand Study Executive Summary](#). There were no questions, Corrina went into the strategic presentation.

The overarching goal for 2018 is to evolve the marketing to inspire consideration of Greater Williamsburg as a multi-night leisure trip destination. There were five learnings from the Brand Study that were used to develop 2018 strategies that were used to support this goal. The first two learnings were Greater Williamsburg's primary barrier to consideration is that our audience is not entirely informed about all the experiences the destination offers. The first strategy focused on showing the experience, hear from and influence others that can recommend the experience and empower past visitors to share their experiences.

The third learning focused on proximity which dictated key decision drivers and what it means to travelers. The second strategy will focus on diversity of experiences the closer you get to Williamsburg.

The fourth learning was based on "what fun" meant to travelers and the basis for inspiration. The third strategy realigned the brand pillars to place "Fun" on top.

The fifth learned was the chief vacation planner was not necessarily planning family vacations. This will realign our focus to trips with/without kids.

In the upcoming December Plan presentation, members would like to see what the competitive marketplace looks like, the health of other destinations, how the WADMC plan compliments area partner drivers, and ROI for best market investment and feasibility of doing a test market.

The 2018 Preliminary Budget was presented with revenue assumptions by municipalities taking into account inventory & trending. Compared to this years' actual, it was about flat.

**Revenue:** \$3,275,000

**Expense:** \$3,290,000

Ron Kirkland motioned approval of the 2018 Strategic Plan and Budget. Phil Emerson seconded the motion and WADMC members unanimously approved.

4. **CIVITAS UPDATE** – A considerable amount of materials have been requested and provided from the Alliance & WADMC. Phase I will be completed October 13 with a written report identifying respective roles in the process including existing funding models and gaining an understanding of the two Greater Williamsburg Destination Marketing Organizations.
5. **SPECIAL WADMC & GWCTA BOARD RETREAT** - The Greater Williamsburg Chamber & Tourism Alliance Board will have its annual half-day retreat on Friday, October 20th. This year, the WADMC Board is invited to join. It will be held at the Williamsburg Health Foundation, 2nd floor of the SunTrust building in New Town. The time will be 8:00am breakfast start and conclude at 12:30pm.
6. **There being no further business, Kevin adjourned the meeting.**

Next WADMC Meeting – October 20, 8:00am breakfast start and conclude at 12:30pm, Williamsburg Health Foundation, 2<sup>nd</sup> floor of the SunTrust building in New Town.

**Annual WADMC Meeting** - December 11, 1:00 PM, @ Greater Williamsburg Area Chamber & Tourism Alliance.

Respectfully submitted by;

David M. Potter  
WADMC Account Manager