

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE

October 3, 2016

3:00 PM @ Williamsburg Area Chamber & Tourism Alliance

Unapproved Meeting Notes

PRESIDING: WALT ZAREMBA, CHAIR

PRESENT: Scott Foster, Karen Riordan, David Cromwell, Kevin Onizuk, Ron Kirkland, Phil Emerson, A. J. Patel

NOT PRESENT: Rita McClenny, Andrea Sardone

OTHERS PRESENT: Dan Dipiazza, Dave Potter, Corrina Ferguson, Chris Canavos, Julie O'Neil, Bob Harris, Kristi Olsen, Dean Canavos, Neal Chalkley

1. **Walt Zaremba established there was a quorum** calling the WADMC meeting to order. First order of business was to ask if there was anyone who would like to make a public comment.

Chris Canavos wanted to thank the board for allowing lodging properties to be the primary portal for booking reservations.

Neal Chalkley asked the board moving forward to consider focusing the advertising markets beyond the I-95 corridor.

Dean Canavos suggested we position Williamsburg as more than just history.

1. Walt Zaremba asked if everyone had reviewed the [August 15, 2016 Meeting Notes](#). Ron Kirkland motioned for approval of the notes, second by Phil Emerson, all members unanimously approved.
2. Walt also asked if everyone had reviewed or had any questions regarding the [Executive Committee September 19, 2016 Meeting Notes](#). There were none.
3. David Cromwell presented the [Monthly Financial Report](#) through August 31, 2016. August Revenue for the month was down from previous year driven by James City County TOT collections and timing in York. Year to date revenue is slightly favorable to previous year once an adjustment is made for the timing. Expenses are flat to budget. Still on target to end the year with the budgeted \$1.1 million carry over. There are some opportunities to reduce some of the year end media spending if necessary to meet the carry over target. The members believe we should continue to execute the plan without pulling back.

4. The [annual audit](#) has been completed. There are no issues other than some documentation recommendations to further strengthen controls regarding the purchase of television media. It was recommended to have Luckie and Company (agency of record purchasing the media) provide an invoice from the producer showing the detail of actual broadcast information warranting that the information was taken from the official program log. Management will adopt the policy to review and compare producers' invoices with the invoices from Luckie and Company. The Executive Board recommends acceptance of the 2015 Audit. Kevin Onizuk motioned for acceptance of the 2015 Audit, second by Phil Emerson with unanimous approval from the members.
5. Corrina Ferguson presented the Recommendation for the [2017 Strategic Brief](#). She explained this is the "What" portion of the plan which is the goals to achieve during the plan year. Once this Brief is approved, the "How" we reach these goals will be presented as the tactical plan for your approval in December.

These recommendations were developed as a team effort taking into account the destination brand, research, third party resources and external factors that affect regional and national trends. The planning meetings were held with our three agencies, Luckie & Company (media & creative), Percepture (Public Relations & Social) and Miles (website, digital content and SEO) and advisory group committees representing the community stakeholders supported by the annual Brand Health Research. [The Brand Health Research](#) was sent in advance of the meeting to the WADMC members.

Once the Strategic Brief was presented and discussed, Walt Zaremba polled the members for their approval of the following recommendations:

- A. Target Markets – East Coast Drive Markets
- B. Target Audience - Family Decision Makers, HH w/Kids
- C. Campaign Timing – Media Focus March – August
- D. Creative Messaging – F.U.N.
- E. Preliminary Budget \$3,260,000

Members unanimously agreed on each item, approving this Strategic Direction to move forward in developing the 2017 Marketing Plan. The members did ask for the WADMC Marketing Experts to do a deeper dive into other potential markets based on the successful results achieved this year with expanding digital media from DMA focus to statewide and Buzz Feed.

Next Steps:

The “How” will be presented in the December meeting as the 2017 Marketing & Media Plan communication objectives and key tactics, early creative concepts, KPI’s with specific objectives, zero based 2017 WADMC budget and 2017 contracts for ratification.

WADMC Board Members are welcome to attend the upcoming advisory group planning meetings. In input should be directed only to Corrina.

- 6. There being no further business, Walt Zaremba adjourned the meeting reminding everyone the next WADMC Meeting – December 12, 3:00 PM, @ Greater Williamsburg Area Chamber & Tourism Alliance. NOTE: BASED ON A POLL COMPLETED NOVEMBER 2, THE MEMEBERS MOVED THE TIME UP TO 12:30 PM.**

Respectfully submitted by,

David M. Potter, WADMC Administrator