

**WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE**  
**December 12, 2016**  
**12:30 PM Greater Williamsburg Area Chamber & Tourism Alliance**

**UNAPPROVED MEETING NOTES**

1. **PRESIDING:** Walt Zaremba, Chair
2. **PRESENT:** Scott Foster, Karen Riordan, David Cromwell, Kevin Onizuk, Ron Kirkland, Andrea Sardone, Phil Emerson, Neal Chalkley
3. **NOT PRESENT:** Rita McClenny
4. **OTHERS PRESENT:** Dan Dipiazza, Dave Potter, Corrina Ferguson, Chris Canavos, Julie O'Neil, Bob Harris, Kristi Olsen, Jodi Puckett, Rene Mack, Thor Harris, Mary Winslow, Kaitie Ries, Brad White, Maggie Valerio
5. Walt Zaremba established there was a quorum calling the WADMC meeting to order. Neal Chalkley was recognized as the WHMA representative replacing A. J. Patel. The membership welcomed Neal as a member of WADMC. Next, asked if there was anyone who would like to make a public comment. No one wished to comment.
6. Walt Zaremba asked if everyone had reviewed the [October 3, 2016 Meeting Notes](#). Kevin Onizuk motioned for approval of the notes, second by Karen Riordan, all members unanimously approved.
7. David Cromwell presented the [Monthly Financial Report](#) through November 30, 2016. Year to date Revenue is down from previous year driven by James City County TOT collections with two properties off line not accounted for in the budget. This is an improvement from the previous month. Expenses are favorable \$100,000. Projecting to end the year ahead the budgeted \$1.1 million carry over. [Third quarter financials](#) compiled by the independent accounting firm had no issues.
8. Phil Emerson was on the agenda to address the members concerning vote taken not to continue with a booking engine on the Visit Williamsburg website. He was concerned with the loss in ticket sales affecting the Jamestown/Yorktown Foundation. He expressed concern with the timing of the American Revolution Museum at Yorktown opening this Spring could be adversely affected. Their marketing plans called for directing significant resources toward the promotion of the museum and destination sell. Walt Zaremba suggested the WADMC members take this subject up during a special meeting in January after additional information is provided from the Booking/Retail Advisory Committee. Scheduling the meeting will be up to the discretion of the incoming Chair. A pre-read of a timeline of work completed and to be performed will be provided.

9. Corrina Fergusson presented the Destination Marketing Director's Report by highlighting 2016 Accomplishments with the attached info graphic. The report began with a highlight of the end of the year media successes with print and television. The 2016 Marketing Goals and Key Performance Indicators showed good continued improvement with Brand Health. The website continues to show improvement in visits with Bounce Rates continuing to decrease. Public Relations more than doubled the impressions goal, exceeded the goal of feature stories in major media markets and exceeded the "A" list media market targets. Room nights year to date through September showed a slight decrease over previous year a negative one tenth of a percent. The entire year was recapped with the attached info graphic.

An evolution of the advertising beginning with 2013 was shown to demonstrate the shift in media and how the Williamsburg brand has evolved to help more potential visitors see Williamsburg as meeting their most important vacation considerations. The three freedoms of "Fun", "Relaxation" and "Curiosity" were launched in 2015. This creative was further refined in 2016 to Improve Williamsburg's association with the concept of fun, with history as our bedrock.

Based on 2016 results and the strategic context approved during the October 3rd board meeting, here are the key 2017 strategic decisions:

The number one vacation planning concept: FUN  
Highest intent to visit: Households with children  
Strongest potential: Drive markets  
Media messaging - timing focus  
Public Relations and Social extend our message  
Embrace the high value ROI of recent visitors  
Pilot Program: SEM & SEO

10. **PROPOSED 2017 MARKETING PLAN** – Dave Potter read a Resolution for Committee go into Closed Session pursuant to Section 2.2-3711(A)(29) of the Code of Virginia to consider the expenditure of public funds for the 2017 Destination Marketing Plan. Karen Riordan motioned to go into closed session, second by Andrea Sardone, all members unanimously approved.

Before adjourning to closed session, Walt Zarembo invited Advisory Group members and Agency Guests to remain.

Ron Kirkland motioned to go back to open session, second by Neal Chalkley, members unanimously approved.

#### 11. **2017 MARKETING PLAN & PROPOSED 2017 BUDGET APPROVAL**

- A. **Media Plan as presented** - Ron Kirkland motioned for approval, second by Andrea Sardone, members unanimously approved.
- B. **Budget as presented** - Ron Kirkland motioned for approval, second by Andrea Sardone, members unanimously approved.
- C. **Contract Renewals as presented for one year extension** - Ron Kirkland motioned for approval, second by Andrea Sardone, members unanimously approved.

- 12. 2017 PROPOSED MEETING DATES** - Kevin Onizuk motioned for approval, second by Scott Foster, members unanimously approved.

**2017 WADMC Meeting Schedule**

February 13, WADMC @ 4:00 PM (Note 3<sup>rd</sup> Monday 2/20 is Presidents Day)  
March 20, Executive Committee, 4:00 PM  
April 17, WADMC, Time TBD Proposed ½ Day Retreat  
May 15, Exec, Com @ 4:00 PM  
June 19, WADMC, 4:00 PM  
July 17, Exec. Com @ 4:00 PM  
September, 18, Exec. Com 4:00 PM  
October 2, WADMC, 3:00 PM  
November 20, Exec. Com @ 4:00 PM  
December 11, WADMC, 3:00 PM

**13. 2017 PROPOSED OFFICERS**

**Kevin Onizuk – Chair**  
**David Cromwell – Vice Chair**  
**Andrea Sardone – Treasurer**

Ron Kirkland motioned to accept the slate of officers as presented, second by Neal Chalkley, members unanimously approved.

14. There being no further business, Walt Zaremba adjourned the meeting.

**Next WADMC Meeting February 13, 4:00 PM, @ Greater Williamsburg Area Chamber & Tourism Alliance.**

**Submitted by,**

**David M. Potter**  
**WADMC Administrator**

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

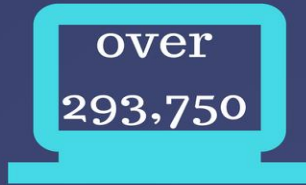
# 2016 Highlights



Number one in destination momentum within competitive set



Delivered  
**\$1,211,000** in  
added advertising  
value



Website referrals to Greater Williamsburg tourism businesses.



**5.3 million**  
Pageviews of  
VisitWilliamsburg.com.



Earned  
**392,751,969+**  
media impressions



**35,643** video plays on  
VisitWilliamsburg.com



Produced nearly 100 new stories about the destination

## Social Growth



**6%**



**22%**



**92%**



Bounce  
Rate  
improved  
by  
**9.5%**