

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE
February 13, 2017
12:30 PM Greater Williamsburg Area Chamber & Tourism Alliance

Meeting Notes

PRESIDING: Kevin Onizuk, Chair

PRESENT: Scott Foster, David Cromwell, Ron Kirkland, Andrea Sardone, Neal Chalkley, Walt Zaremba

NOT PRESENT: Karen Riordan, Phil Emerson, Rita McClenny

OTHERS PRESENT: Susan Bak (representing Phil Emerson), Dave Potter, Corrina Ferguson, Bob Harris, Kristi Olsen, Jodi Puckett,

1. Kevin Onizuk established there was a quorum calling the WADMC meeting to order, asked if there was anyone who would like to make a public comment. No one wished to comment.
2. Kevin Onizuk asked if everyone had reviewed the [December 12, 2016 Meeting Notes](#) and if there were no changes asked for a motion to approve. Walt Zaremba motioned for approval of the notes, second by Scott Foster, all members unanimously approved.
3. Andrea Sardone reported on the [Fourth Quarter Financial Statements](#) compiled by the accounting firm Brigham & Calhoun. There were no irregularities found, Andrea recommended accepting the report. Also in the packet was the [Monthly Reconciliation Report](#) also through December 31, 2016. She pointed out a discrepancy in revenue received from James City County for TOT collected in November and what should have been received in December. The check was lost in the mail resulting in the replacement check being deposited in February. In order to normalize receipt of revenue earned in 2016, the deposit was actualized in December of 2016. Total TOT received in 2016 was down from projected revenue \$100,000. This shortfall was compensated for with offsets from expenses.
4. Corrina Ferguson presented the [Marketing Director's Report](#) beginning with Room Night Data through December 31, 2016 as a slight increase over 2015.

Two year round campaigns are Social Media and search. Social Media channels allow us the opportunity to interact with influencers. This month we hosted a Foodie influencer, The Hungry Asian. The purpose was to travel the Williamsburg Tasting Trail posting images and comments via social media channels. We were also able to participate with the VTC “Plan Your Vacation” day Twitter chat encouraging people to plan their vacations now!

Public Relations efforts for long lead media are now paying off with national and major publications. Family Fun magazine just ranked Williamsburg in their Fit for Fun article as #4 for biking destinations.

The editorial team published five stories on Visitwilliamsburg.com, including:

- Music Lover’s Williamsburg: The Best Festivals and Concerts
- Dinner for Two: Romantic Dining Spots in Williamsburg
- Body Art in Colonial Virginia? You Bet!
- 10 Fun Things to Do in Winter in Williamsburg
- 7 Heavenly Spas to Beat the Winter Blahs

These are used to leverage content for PR and Social Media efforts.

Website traffic is trending up compared to 2016 with positive organic health indicators. The top performing pages are in this order; Home, Events and Things to Do. It is important to have our partners to update events to keep fresh and relevant.

Campaign Media of \$1,568,580 is placed. Added value negotiated against the buy is \$865,178 in media placements bringing our total media investment to \$2,433,758.

The first version of the print campaign was shared with one of the new TV spots. The “Funologist” filming was just completed last week and will be ready for online placements in our key markets April 1st.

The new Deals & Packages module will roll out March 1 allowing partners to add linking to their own e-commerce site. Website training has been scheduled for February 23 & March 9, 9:00 AM until 10:00 AM @ The Greater Williamsburg Chamber & Tourism Alliance.

Corrina asked members to “Save the Date” for the Tourism Marketing Forum March 3, 2:30 PM until 4:30 PM @ Busch Gardens. Invitations will be coming with more details.

5. The members unanimously agreed to a ½ **half** day retreat April 17 from 8:00 AM until Noon. Andrea Sardone volunteered to supply the facilitator. Topics for discussion were identified and will be finalized shortly.
6. During the December 12, 2016 meeting, additional information was requested from the Booking/Retail Advisory Committee. The follow-up materials consisted of a timeline of work completed, Descriptions Comparing & Contrasting 3 Booking Engine Options, Pros & Cons of each option and a Glossary of Terms were e-mailed twice to the members. All acknowledged receipt.

The members had an open discussion of the materials provided. Susan Bak representing Phil Emerson from the Jamestown/Yorktown Foundation maintained their organization’s view that eliminating the booking engine will be detrimental to their organization and the destination as a whole. They are concerned with the loss in ticket sales as well as the timing of the American Revolution Museum at Yorktown opening this Spring, which be adversely affected. Walt Zaremba supported Susan’s comments saying he could not understand how WADMC could ignore the wishes of one of the area’s major attractions to keep the existing booking engine until a better solution could be found.

On August 15, 2016, the members voted to not go with any software integration at this time. If after 6-12 months this doesn’t seem to work, we’d revisit a booking engine for 2018-2019. WADMC further directed for the Booking Engine Advisory Group be re-tasked to become the Retail Advisory Group to focus on finding a ticket/package solution.

Kevin Onizuk closed the discussion asking if there was a motion to consider. Since there was no motion he stated the Booking / Retail Advisory Group continue as directed.

7. With there being no other old or new business, Kevin Onizuk asked for a motion to adjourn until the WADMC retreat **April 17 from 8:00 AM until Noon, Bruton Heights Education Center of Colonial Williamsburg Room 119.**

Respectfully submitted by David M. Potter, WADMC Account Manager