

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE
June 19, 2017
3:00 PM Greater Williamsburg Area Chamber & Tourism Alliance

Approved Meeting Notes

PRESIDING: Kevin Onizuk, Chair

PRESENT: Scott Foster, David Cromwell, Andrea Sardone, Neal Chalkley, Walt Zaremba, Karen Riordan

NOT PRESENT: Rita McClenny, Ron Kirkland, Phil Emerson,

OTHERS PRESENT: Susan Bak, Dave Potter, Corrina Ferguson, Bob Harris, Dan Dipiazza, Jody 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. **DESTINATION MARKETING DIRECTOR'S REPORT** – Corrina Ferguson provided the Campaign update beginning with the media review. The full report can be viewed on the WADMC.com site. One item to note is the large number of media hosted this year as a result of our partnership with VTC international media focused on the Jamestown TV series and IPW being held in Washington D.C. this year.

3. **WADMC Modernization & Enhancement** - Kevin Onizuk asked if everyone had reviewed the [April 10, 2017 Retreat Meeting Notes](#) and if there were no changes asked for a motion to approve. David Cromwell motioned for approval of the notes, second by Neal Chalkley, all members unanimously approved.

Kevin presented the follow-up to the retreat proposing a “State of the Industry” Task Force made up of tourism & economic development professionals be established. The purpose is to compare and contrast

WADMC and the Alliance to peer organizations. The goals are to compose a white paper that can be shared with the entire Greater Williamsburg community, tourism folks, business leaders, community leaders and more. Develop a series of outreach sessions to present the white paper, educate the community and use input and questions to fine-tune and improve the document.

Proposed Task Force members:

Kevin Onizuk

Karen Riordan

Corrina Ferguson

City of Williamsburg representative

James City County representative

York County representative

Alternatively, the WADMC board also discussed the hiring of an outside consulting group to provide funding models and organizational strategy based on what other destinations have done. Staff was asked by the WADMC board to get a proposal from a tourism consultant specializing in destination marketing organizations to see what it would cost.

Also recommended was the purchase of the 2015 DMO Organizational & Financial Profile Study published by Destination Marketing Association International to identify other similar organizations. The \$900 cost will be covered from other research savings.

4. **FINANCE REPORT** – Andrea Sardone noted there was a lot of red on the Finance Report through May 31. This is due to Easter Calendar shift and some timing in the receipt of the TOT. Based on receipts received so far in June, the revenue is catching up with budget and should not be an issue moving forward.

5. **OTHER BUSINESS** – Kevin proposed WADMC schedule a meeting in early August when agency partners are in town for 2018 planning meetings. The date would be during the week of August 7, with a possible social gathering in the evening. Once the dates are finalized with send an updated meeting schedule.

6. With there being no more business, Kevin adjourned the meeting announcing the next scheduled **WADMC Meeting October 2, 2017, 3:00 PM, Greater Williamsburg Chamber & Tourism Alliance.**

Respectfully submitted by,

David M. Potter
WADMC Account Manager