

**WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE**  
**August 7, 2017**  
**3:30 PM Greater Williamsburg Area Chamber & Tourism Alliance**

**Approved Meeting Notes**

**PRESIDING:** Kevin Onizuk, Chair

**PRESENT:** David Cromwell, Andrea Sardone, Walt Zaremba, Ron Kirkland, Rita McClenny, Phil Emerson, Karen Riordan, Scott Foster

**Not Present:** Neal Chalkley

**OTHERS PRESENT:** Susan Bak, Dave Potter, Corrina Ferguson, Bob Harris, Jody Puckett, Kristi Olsen, Chris Smith, Joanna Skrabala, Kayla Kearse, Brad White, Kristin Layman, Alyson Potts, Jay Waters, Megan Dillon, Leslie Osborne, Rene Mack, Renata Hopkins, Karin Mast, Julianna Nova

**Via Phone:** CIVITAS Discussion - John Lambeth, Tiffany Gallagher

**Kevin Onizuk established there was a quorum calling the special WADMC meeting to order.**

**1. Kevin opened the meeting with a reminder of the timeline for the WADMC MODERNIZATION & ENHANCEMENT TASKFORCE leading up to the CIVITAS Proposal;**

a. *On April 10, we had a WADMC retreat.*

Complete approved minutes from the retreat can be found here:

<http://wadmc.clubwizard.com/IMUpload/Retreat%20Notes.pdf>

b. *At the retreat we discussed next steps and wrote the following:*

**Action Plan for WADMC Modernization & Enhancement**

- Address the Legislation
  - Funding Model
  - Organizational Structure/Representation
  - How do DMO & Attractions Interact? How have the roles changed from 2004 – 2017?
  - Build timeline to get to the legislation

c. *On June 19 we had a follow up WADMC meeting.*

- *During the 6/19 meeting Kevin Onizuk presented the suggestion of creating a task force as a follow up from the retreat.*
- *An alternative suggestion around hiring a third-party consultant was made and discussed by the WADMC BOD.*
- *There is a company who specializes in working with destination marketing organizations and ensuring the most effective funding models and organizational structures. CIVITAS is the leading company specializing in tourism destination improvement districts. Information about CIVITAS can be found here: <http://www.civitasadvisors.com/>*
- *Staff reached out to that company for a proposal. The proposal was sent in advance of the meeting to the membership.*

CIVITAS representatives John Lambeth, President and Tiffany Gallagher, Eastern U.S. Branch Manager were available via phone for questions about their proposal. The proposal is based on three steps. First, research the organizational & funding structures for WADMC and the Tourism Alliance. Second, outreach to stakeholders concerning existing and future structures. Third, deliver a report with organizational and funding options.

The members agreed if the proposal were accepted, the Chamber and WADMC would oversee and fund the project. However, there were some concerns about the scope of deliverables and the need for clear terminology and objectives everyone could rally around.

Phil Emerson made the motion to instruct staff to initiate a phase 1 of the study with CIVITAS. The purpose of phase 1 is to define the objective, scope of services, constituents to be involved with the study and timeline to find Phase 2 deliverables. The budget cap for phase 1 is not to exceed \$5,000. WADMC will pay for phase 1. If WADMC decides to move into subsequent phases, the Chamber will join as a financial partner. Walt Zaremba, seconded the motion, the WADMC members unanimously approved.

Ron Kirkland offered for the Williamsburg Hotel-Motel Association to pay for the initial phase. Kevin suggested they make it as a donation to WADMC.

The members also discussed if there was to be a taskforce, the task force should include lodging representation.

2. Walt Zaremba motioned **approval of [June 19, 2017 Meeting Notes](#)**. Phil Emerson, seconded the motion and WADMC members unanimously approved.
3. Andrea Sardone reported on the [Finance Report](#) through July 31, 2017. Year-to-date revenues are below projection due to some lodging properties not reporting on time. Expenses are on plan even though running ahead of projection.
4. Corrina Ferguson introduced our agency partners from Miles Media, Percepture & Luckie & Company in town for the annual planning meeting. The partners presented the [Destination Marketing Report](#) for the website, public relations, social and campaign creative and media.
5. With no one wishing to make a public comment and there being no further business, Kevin asked for a motion to adjourn the meeting. Walt Zaremba motioned for adjournment. Andrea Sardone seconded the motion and WADMC members unanimously approved. The next WADMC Meeting will be held on October 2, 3:00 pm, Greater Williamsburg Chamber & Tourism Alliance.

Respectfully submitted by,

David M. Potter