

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE

September 19, 2016

4:00 PM Greater Williamsburg Chamber & Tourism Alliance

Executive Committee Meeting Notes

1. PRESIDING: WALT ZAREMBA, CHAIR

PRESENT: David Cromwell, Kevin Onizuk

OTHERS PRESENT: Karen Riordan, Bob Harris, Corrina Ferguson, Dave Potter

2. Walt Zaremba called the meeting to order.
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.
4. David announced the annual audit was completed with no issues. The audit report will be presented to the full WADMC membership during the October meeting. The recommendation is for the board to vote to accept the report.
5. In preparation for the October 3 WADMC meeting, the group went into a working session in which Corrina reviewed a draft of the Strategic Brief and topline budget to recommend to the full membership. She will send an Executive Summary of the Research to the members as an advance read.
6. The group reviewed and approved the Agenda for the October 3 WADMC meeting.
7. Upcoming items the Executive Board will consider during their November 21 meeting are:
 - A. 2017 Meeting Schedule
 - i. How Many & Frequency (Bylaws state Quarterly which includes Annual Meeting)
 - ii. Purpose of Each Meeting
 - iii. On going – What information does the board want
 - B. 2017 Officer Nomination Recommendations

There being no further business Walt adjourned the meeting.

Respectfully submitted by David M. Potter