

# ATTACHMENT A

## APPROVED MEETING MINUTES

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November 19, 2019  
Williamsburg Tourism Council

**WILLIAMSBURG TOURISM COUNCIL  
MEETING  
STRYKER CENTER, WILLIAMSBURG, VIRGINIA  
November 19, 2019  
Meeting Notes**

A meeting of the Williamsburg Tourism Council (WTC) was convened at 1:00 p.m. on November 19, 2019, at the Stryker Center, City of Williamsburg. A quorum was present with the following attendees:

**Tourism Council Members Present:**

Jeffrey D. Wassmer	District 4 Supervisor, York County Board of Supervisors
Ruth Larson	James City County Board of Supervisors
Doug Pons	Vice Mayor, City of Williamsburg
Neal Chalkley	President, Williamsburg Hotel & Motel Association (WHMA)
Mickey Chohany	Williamsburg Area Restaurant Association (WARA)
Kevin Crossett	Vice President of Strategic Comm. Colonial Wmsbg
Philip G. Emerson	Executive Director, Jamestown-Yorktown Foundation
Kevin Lembke	President, Busch Gardens/Water Country USA
Denise Kellogg	Director, Development Jamestown Rediscovery
Cheri Green	Chair, Board of Directors, GWCTA

**Staff Members Present:**

Vicki Cimino	CEO
Julie O'Neil	Marketing Communications Director
David Turner	Finance Director
Jodie Lumley	Executive Assistant/Operations Manager

**I. Call to Order**

Jeff Wassmer called the meeting to order at 1: 00 p.m. Wassmer welcomed Kevin Lembke; Lembke will once again represent Busch Gardens on the Williamsburg Tourism Council.

Wassmer announced that Jim Horn will replace Kym Hall from Colonial National Historic Park; Denise Kellogg will be his alternate. Kellogg was present.

Wassmer recognized Kevin Crossett from Colonial Williamsburg, Crossett announced he is the interim Council member until a new CEO is hired.

Wassmer welcomed remaining members of the Council noting all were in attendance with the exception of Rita McClenny.

## **II. Public Comment**

- a. Wassmer recognized Ron Kirkland from the Williamsburg Hotel Motel Association. Kirkland announced that the Williamsburg City Council voted unanimously on Thursday, November 14, 2019, to approve the Williamsburg Hotel Motel Association's application to build a sports complex in Williamsburg. Kirkland asked that the WTC help move the effort forward and promote this initiative.
- b. Wassmer recognized Maxwell Pfannebecker from Triangle Skateboard Alliance. Pfannebecker is president of the Triangle Skateboard Alliance and started the program for his son and other avid skateboarders. The organization is dedicated to raising money to make improvements to the James City County Skate Park. Mr. Pfannebecker stated the organization is focused on giving back to the community while raising money for the park, the overall mission being increased awareness and partnerships. There are twelve events scheduled for 2020.

## **III. Minutes**

Wassmer moved to approve the minutes, Cimino stated that Susan Bak would like to make one change to October minutes. Page 2, Executive Director report, Item G – Bak asked to amend minutes to state “that history was not included.” With this amendment the minutes were approved.

## **IV. Treasurer's Report**

Ruth Larson presented Year-to-Date financials (through September 30).

- SB 942 Revenue was \$2.6 million over budget and Transient Tax was \$214,000 over budget
- Expenses were under budget \$1.2 million, Larson explained billings were not yet received, citing program evaluation and staffing
- Cash on Hand, the Tourism Council has \$5.8 million in the bank; under budget by \$317k in Maintenance of Effort (MOE) funds not yet received at the close of the month
- Ruth presented the tax slides, reminding the council that tax figures are for the month the actual activity took place
- Transient tax, there was a slight decrease and SB942 saw a considerable increase (timing issue)

Cimino pointed out that the City of Williamsburg Transient Tax was lower in 2019 in comparison to 2018, citing a reporting lag.

Wassmer requested a 13-month chart be included to show trends, Cimino acknowledged the request.

Cimino shared that the Tourism Council will be adopting a July 1 to June 30 fiscal year. Once a proposed 6-month budget is reviewed by Jeff Wassmer and Ruth Larson, an invitation will be extended to the Council for a one-on-one review meeting with David Turner.

Cimino reviewed the Smith Travel Research September report. Occupancy increased two percent over 2018, average daily rate was down slightly when compared to the previous year. Chalkley stated that occupancy is on a positive trajectory, but the region needs to move beyond 44 percent to be truly healthy.

**V. Executive Director Report**

a. Cimino welcomed new staff members:

Finance Director David Turner, a finance professional with 30 years of experience, joined the Tourism Council in late October.

Marketing Communications Director Julie O'Neil joined the Tourism Council in early November; O'Neil stated that she and had already begun work on a variety of projects.

The Tourism Council is currently interviewing candidates for two roles - sales director and marketing communications manager; the next position to be posted will be the public information officer position.

b. Research procurement process has closed; Advertising Agency of Record process is underway. Ad agency oral presentations will be conducted on Wednesday, November 20, 2019, five agencies were invited to present out of the 24 written proposals received. The contract award will be announced on December 2, 2019.

Vicki thanked Ron Kirkland and Julie Summs for participating on the research procurement committee, as well as Ruth Larson and Michael Claar for serving on the ad agency procurement committee.

c. Cimino shared new creative assets shot in October.

d. Cimino presented the augmented fall/holiday campaign media flowchart and creative.

e. Early results, tracked via Adara, show that digital advertising (September to mid-November) generated \$9 million in hotel revenue.

f. October's media relations program generated more than 252,100,861 impressions.

- g. Journalists hosted in October, include:
  - i. Garden & Gun
  - ii. South Magazine
  - iii. USA Today 10 Best
  - iv. Boomer Magazine
  - v. The Daily Beast
  - vi. The Washington Post
  - vii. Traveling Boy
  - viii. Atlanta Journal-Constitution/Dallas Morning News
- h. Cimino shared approximate length of Tourism Council meetings to take place in December (90 minutes) and January (60 minutes).
- i. Cimino introduced new research partners SMARInsights and Dean Runyon Associates.
  - i. David Seiferth (SMARInsights) provided company overview ad effectiveness/ROI study mythologies
  - ii. Leon Aliski (Dean Runyon Associates) shared an overview of future Tourism Council projects to be completed throughout the duration of the contract

**VI. Chair Report**

- a. Wassmer stated finance process/procedure discussions were taking place with the Alliance.
- b. The Attorney General responded to WTC inquiry regarding legal counsel assignment; counsel will not be assigned to the Tourism Council. A request for proposals will be issued for those services.
- c. Bylaws will need to be updated.

**V. Old Business – None**

**VI. New Business – None**

**VII. Adjournment – The next meeting will be December 17, 2019, at 1:00 p.m.**