

ATTACHMENT A

APPROVED MEETING MINUTES

October 15, 2019
Williamsburg Tourism Council

**WILLIAMSBURG TOURISM COUNCIL
MEETING
STRYKER CENTER, WILLIAMSBURG, VIRGINIA
October 15, 2019
Meeting Minutes**

A meeting of the Williamsburg Tourism Council (WTC) convened at 1:00 p.m. on October 15, 2019, at the Stryker Center, City of Williamsburg. A quorum was present with the following attendees:

Tourism Council Members Present:

Neal Chalkley	President, Williamsburg Hotel & Motel Association (WHMA)
Ruth Larson	James City County Board of Supervisors
Doug Pons	Vice Mayor, City of Williamsburg
Mickey Chohany	Williamsburg Area Restaurant Association
Susan Bak	Senior Director of Marketing & Retail Operations, Jamestown-Yorktown Foundation
Kym Hall	Superintendent, Colonial National Historical Park
Julie O'Neil	Director of Marketing, Busch Gardens Williamsburg
Cheri Green	Chair, Board of Directors, GWCTA

Staff Members Present:

Vicki Cimino	CEO
Jodie Lumley	Executive Assistant/Operations Manager
Jill Pongonis	Familiarization Tour Coordinator
Vivian Bunting	Group Tour Manager
Dave Potter	Director, Marketing/Communications

I. Call to Order

Vice Chair Neal Chalkley called the meeting to order. He welcomed everyone and noted Jeff Wassmer would not attend due to a scheduling conflict.

II. Public Comment

None.

III. Minutes

Chalkley brought September meeting minutes to the floor to be approved. Julie O'Neil made a motion to approve the minutes. Kym Hall seconded the motion. All present approved.

IV. Treasurer's Report

- a. Ruth Larson reported on an October 10, finance meeting. This meeting takes place every month leading up to the WTC meeting (Thursday beforehand at 2:00 p.m.). Discussion included reporting SB 942 and Transient Tax; York County's report to the WTC will be used for reporting.

Ruth reminded the Council that the WTC is reporting on a 3-month delay due to receipt of information. An effort will be made to discuss better reporting from the Commonwealth.

- b. Ruth Larson reported that revenue was over budget and expenses were under budget. Susan Bak inquired about expenses being under budget. Vicki Cimino stated that the current spend would change as there are several large marketing invoices that were yet to be processed.
- c. Ruth concluded the Treasurer's Report with Commonwealth disbursement totals and bank account balances. Ruth also stated that Maintenance of Effort funds had not yet been received to WTC bank accounts.
- d. Susan Bak suggested reporting on a YOY basis, illustrating a comparative analysis. Vicki Cimino agreed, and discussed her intention to do so in the future.
- e. Mickey Chohany stated that previous financial reporting had been confusing. Mickey commended WTC finance consultant, John Heck, for explaining reports and suggested that those who have questions attend pre-Council finance meetings.

V. Executive Director Report

- a. Smith Travel Report numbers were reported by Vicki Cimino; Neal Chalkley commented that July was even, but his summer numbers exceeded last year's performance. Chalkley inquired about inventory comparisons.
- b. Ron Kirkland, WHMA, said that he was encouraged offered accolades for the late Summer campaign.
- c. Cimino stated that there was an increase in paid media impressions. Print was decreased but would continue as part of the overall marketing plan. Julie O'Neil said that Busch Gardens is also following this pattern.
- d. Cimino reiterated the increase in summer 2019 media spend - \$350,000.00. This program was delivered through several channels, social media - using profile and behavioral data to reach key audience segments, digital display, travel digital, and retargeting – noting a successful partnership with Southern Living.
- e. Cimino highlighted performance metrics for Arrivalist, Adara, and TripAdvisor.
- f. Cimino stated an additional \$500,000 was added to the fall campaign, targeting Millennials with and without children, Gen-X with and without children, Active Mature, and Golf Enthusiasts, within drive markets and a "Book Now" call to action.
- g. Vicki shared augmented fall campaign creative; Susan Bak stated that while she liked the creative, she opined that history was not included.
- h. Cimino provided an update on consumer/trade shows, as well as familiarization tours (FAMs).

- 1) Tradeshow
 - 1) NC Motor Coach/VA Motor Coach Spetember 18-22 in Winston Salem, NC
 - 2) VSAE – Virginia Society of Associations Executives – October 2-3 in Richmond

- 2) FAMs
 - 1) Forbes Travel Guide
 - 2) Hook Magazine
 - 3) Boomer Magazine
 - 4) The Christian Post
 - 5) Philadelphia Family

i. Personnel

- 1) A new Finance Director will be hired this week
- 2) Interviews for Marketing Communications Director candidates will begin this week
- 3) Positions currently open: Director of Sales and Marketing Communications Manager
- 4) Next hire will be Public Information Officer

j. RFPs

- 1) Research – In progress
- 2) Ad Agency of Record – In progress
- 3) To be posted:
 - 1) Strategic Planning and Brochure/Guidebook Distribution

k. Future Meeting Notes

- 1) November 19 will feature new Research partner
- 2) December 17 will feature Ad Agency and Strategic Planning partner

l. AG Counsel

- 1) Awaiting on Attorney General appointment of legal counsel

VI. Chair Report

- a. Chalkley gave Kym Hall the floor to describe National Parks Service’s policy re: seat on the Williamsburg Tourism Council
 - 1) Hall stated that she cannot participate as a board member (voting) or officer of any kind; she could operate in an ex-officio role or as an NPS liaison, but cannot be a voting member and cannot participate in anything related to personnel, such as hiring or compensation issues
 - 2) An alternate representative is Historic Jamestowne, as identified in statute

VII. Old Business

None.

VIII. New Business

None.

IX. Adjournment

With no further business, Pons motioned to adjourn the meeting and Chalkley seconded the motion.

The next meeting will be held November 19, 2019, at the Stryker Center at 1:00 p.m.