

# ATTACHMENT A

## APPROVED MEETING MINUTES

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September 17, 2019  
Williamsburg Tourism Council

**WILLIAMSBURG TOURISM COUNCIL MEETING**  
Stryker Center, Williamsburg, Virginia -- September 17, 2019  
Meeting Minutes

A meeting of the WTC convened at 1:01 p.m. on September 17, at the Stryker Center, City of Williamsburg. A quorum was present with the following attendees:

**Tourism Council Members Present:**

Honorable Jeffrey D. Wassmer	District 4 Supervisor, York County Board of Supervisors
Honorable Ruth Larson	James City County Board of Supervisors
Neal Chalkley	President, Williamsburg Hotel & Motel Association
Mickey Chohany	WARA/Second Street Restaurant
Philip G. Emerson	Executive Director, Jamestown-Yorktown Foundation
Julie O'Neil	Director of Marketing, Busch Gardens Williamsburg
Kevin Crossett	Vice President of Strategic Comm, Colonial Williamsburg
Cheri Green	Chair, Board of Directors, GWCTA
Rita McClenny	President & CEO, Virginia Tourism Council

**Staff Members Present:**

Vicki Cimino	CEO
Dave Potter	Director, Marketing Communications
Robyn Gentry	Social Media & Web Manager
Jodie Lumley	Executive Assistant- Operations Manager
Lisa Pacheco	Director of Sports Development
Jill Pongonis	Media Relations Manager
Vivian Bunting	Associate Director of Group Tour and Consumer Sales

**I. Call to Order**

Jeff Wassmer called the meeting to order at 1:01 p.m. Wassmer welcomed everyone, noting that Kym Hall would not attend and that Doug Pons may arrive late – due to a conflict. It was noted that a quorum was present.

**II. Public Comment**

No public comment.

**III. Minutes**

Phil Emerson motioned to approve the previous month's meeting minutes, Neal Chalkley provided a second to approve the August meeting minutes. Approved without comment.

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

a. Ruth Lawson Budget Update

Ruth Larson reported on the September 12, pre-WTC finance meeting; Ruth Larson encouraged the Council to attend these monthly meetings, which take place the Thursday prior to WTC meetings.

b. Vicki Cimino explained a change in reporting profit and loss statements, which will now lag a month behind in order for the Alliance to close out the previous month with adequate time.

c. Ruth Larson reviewed \$2 Transient tax and SB 942 revenues explaining that reporting has been adjusted to illustrate when the activity took place rather than the month it was deposited into the Tourism Council's account. June SB942 figures appear lower as the Virginia Department of Taxation closes its fiscal year with the amount owed to be paid in late 2019, early 2020.

d. Phil Emerson suggested a quarterly in-depth meeting to review monthly expenditures, voicing that a quarterly review will help to properly inform Council decisions. Vicki Cimino agreed this was a good suggestion.

e. Mickey Chohany thanked Vicki Cimino for enlarging the Profit and Loss reports, in addition to adjusting revenue charts. Mickey Chohany also voiced that he plans to attend the October 10, finance meeting to contribute to improved material formatting.

#### **V. Executive Director Report**

a. Vicki Cimino shared late summer and fall campaign creative intended to drive overnight visitation, she noted that Trip Advisor was a top summer campaign performer.

i. Sharing mid-campaign metrics, top performers included: Facebook, Trip Advisor, and native display. Total sessions were up 16 percent in August 9 (YOY), non-bounce sessions were up 17 percent, and cost per sessions were down by 7 percent. Engagement increased by 5 percent and time per session was up 19 percent.

ii. Julie O'Neil asked when the 2019 summer campaign final results would be available. Vicki Cimino asked if it would be helpful to send final report deck to the Council. Julie explained that "lessons learned" upon the final campaign report would be useful to the organization and Council.

- b. The fall campaign will be executed in drive markets, as well NYC and Atlanta.
  - i. Demo to include:
    - Millennials, with and without children
    - Gen-X with and without children
    - Active mature
    - Golf Enthusiasts
- c. Ms. Cimino shared new video footage and noted future shoots for fall and holiday.
- d. Ms. Cimino shared August/September staff highlights, i.e. trade shows & events and media FAMs.
- e. Kevin Crossett asked about lodging rates for FAM Tours, Vicki Cimino stated the industry usually offers complimentary lodging, but industry rates are completely acceptable.
- f. Jeff Wassmer and Kevin Crossett asked when the WTC will have the 2020 plan in place. Mr. Crossett said he'd like to "draft off" of the Tourism Council campaign.
  - i. Ms. Cimino stated that an industry section will be added to [visitwilliamsburg.com](http://visitwilliamsburg.com) (during site redevelopment), which will include Visit Williamsburg's media plans. In the meantime, plans can be emailed.
  - ii. She went on to say that by the end of the calendar year, the Tourism Council will have completed the agency of record procurement process and the Summer 2020 plan will be a top priority.
- g. Ms. Cimino said that she's hopeful to fill two positions by December - Marketing Communications Director and Finance Director.
  - i. She also communicated that most staff have received internal transfer offers, updated job descriptions, and concrete goals that will be reviewed via one-on-one meetings throughout the next six months.
- h. Ms. Cimino is working with the Virginia Department of General Services in order to adhere to the Commonwealth's procurement procedures.
- i. Ms. Cimino announced FOIA officers would be herself and Jill Pongonis.
- j. COIA - Virginia Conflict of Interest and Ethics Advisory Council's opinion is that "citizen members of the Tourism Council will not need to file disclosure forms."
- k. Ms. Cimino suggested a typical meeting agenda and noted future meetings that may stray from the "typical" items covered.

- l. Ms. Cimino acknowledged Lisa Pacheco for her years of service, noting her last day of work will be September 25, 2019.
- m. Jeff Wassmer stated that Kym Hall is working with her supervisor to confirm her inclusion on the Council due to the Attorney General's opinion that WTC is a "public body."
- n. Ms. Cimino thanked Rita McClenny for her help with the Virginia Conflict of Interest and Ethics Advisory Council and Virginia Department of General Services.
- o. Rita McClenny noted that Virginia Tourism Corporation's recent economic impact study illustrates growth in both visitor spending and state and local tax receipts. The full report can be found here: <https://www.vatc.org/research/economicimpact>.

**VI. Old Business**

None.

**VII. New Business**

Ruth Larson relayed to the Council that she had recently visited Elkhart, Indiana, where a 24-hour Welcome Center greeted visitors, Ms. Larson noted that she was impressed with the information and access.

**VIII. Adjournment** - With no other business, Wassmer adjourned the meeting at 2:01 p.m.

The next meeting will be October 15, 2019 1:00pm – Stryker Center – 412 N. Boundary Street, Williamsburg, VA 23185.