

**WILLIAMSBURG TOURISM COUNCIL  
MEETING  
STRYKER CENTER, WILLIAMSBURG, VIRGINIA  
May 21, 2019  
Meeting Notes**

A meeting of the Williamsburg Tourism Council (WTC) was convened at 1:00 p.m. on May 21, 2019, at the Stryker Center, City of Williamsburg. A quorum was present with the following attendees:

**Tourism Council Members Present:**

Honorable Jeffrey D. Wassmer, Honorable Ruth Larson, Kevin Crossett,	District 4 Supervisor, York County Board of Supervisors Chair, James City County Board of Supervisors Vice President of Strategic Communications, Colonial Williamsburg Foundation
Honorable Doug Pons, Neal Chalkley, Kevin Lembke, Mickey Chohany,	Vice Mayor, City of Williamsburg President, Williamsburg Hotel & Motel Association President, Busch Gardens Williamsburg Williamsburg Area Restaurant Association/Second Street Restaurant
Philip G. Emerson, Kym Hall, Rita McClenny, Honorable Jeanne Zeidler,	Executive Director, Jamestown-Yorktown Foundation Superintendent, Colonial National Historical Park President & CEO, Virginia Tourism Corporation Chair, Board of Directors, Greater Williamsburg Chamber & Tourism Alliance

**Staff Members Present:**

Vicki Cimino, Joanna Skrabala, Dave Potter, Vivian Bunting, Robyn Gentry, Jodie Lumley, Lisa Pacheco, Jill Pongonis,	CEO Associate Director of Digital Marketing Director of Marketing Associate Director, Group Tour & Consumer Sales Social Media & Web Manager Coordinator, Sales & Publications Director of Sports Development Media Relations Manager
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**I. Call to Order**

Jeff Wassmer called the meeting to order at 1:02 p.m. All were present.

**II. Public Comment**

There were no public comments.

### **III. Minutes**

The April meeting minutes were approved without correction.

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

#### **a. Budget Update**

Ruth Larson reported SB 942 funds have outpaced projections. Kym Hall inquired about \$1 tax expenditure parameters; Mr. Wassmer stated general tourism promotion. It was also reported that WTC expenses were down due to transition, as expected.

#### **b. Audit review by PB Mares**

Vicki Cimino introduced Bo Garner from PB Mares; Mr. Garner presented an overview of the Greater Williamsburg Chamber & Tourism Alliance (GWCTA) audit, including:

- Possible changes to the fiscal year calendar
- The GWCTA maintains a strong liquid position
- There has been a massive overhaul in nonprofit reporting requirements
- Next year, the two councils will be broken out separately
- Overhead expense ratio is positive
- Operational cash flow is positive

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

#### **a. 30/60/90 Update**

During Ms. Cimino's first 30 days:

- Internal team audit/review
- Williamsburg Tourism Council meetings
- Created new org structure outline
- Reviewed agency contracts

In the next 30 days, Ms. Cimino said she will work on the following:

- Team assignments and post new leadership positions
- Draft RFPs
- Develop strategic plan framework
- Continue external stakeholder meetings

Ms. Cimino reported that by the end of her first 90 days, she hopes to accomplish the following:

- Award select contracts
- Launch change management program
- Team development
- Stakeholder engagement

- Strategic plan blueprint

b. April 2019 Highlights

Ms. Cimino shared staff April/May highlights, including media visits, Tourism Forum, Ironman triathlon, and travel tradeshow.

c. Strategic Plan Development

Ms. Cimino shared her ideas for creating a five-year roadmap; phase one would include an immersion session, stakeholder interviews/survey, and strategic blueprint planning. Mickey Chohany asked who would lead development; Ms. Cimino indicated she would retain a consultant to guide development.

Jeanne Zeidler asked if five years was too long of a horizon. Ms. Cimino said it would be a very fluid process and plan.

Phil Emerson said that historically WADMC would conduct work sessions with the marketing directors of the tourism partners. He said it was a very efficient and beneficial process. He also recommended the WTC look at other destinations and competitors to see what they are doing.

Kevin Crossett asked about phase two. Ms. Cimino said it would be a much longer process; indicating phase one creates a blueprint and foundation for future strategic planning.

At this time, Mr. Emerson asked if the WTC would coincide its strategic planning with the Business Council's planning. Ms. Cimino replied that she is focused on the Tourism Council's strategic plan, and in the future could cooperate on programs like workforce development and retention. Terry Banez said that the Business Council has been working on its strategic planning, but it had not been in collaboration with the WTC.

Mr. Crossett asked whether this board would have to approve all of the WTC's plans. Ms. Zeidler indicated the alliance BOD would need to approve.

d. Contracts/Procurement

Ms. Cimino indicated that contracted services need to go out to bid. She reported that WTC will provide research contractor SIR with new deliverables, including ad effectiveness measurements and an online dashboard for readily available information.

Ms. Cimino further stated that she is opposed to an ad agency conducting ROI/performance research. Mr. Emerson asked how this relates to the allocation of funds in the budget. Ms. Cimino replied that changes in scope/budget would be provided to the WTC for review/approval.

Mr. Crossett asked whether the contracts themselves would be tiered or rebid immediately. Ms. Cimino said that all services would need to be rebid.

Ms. Cimino also reported that in phase two, Visit Williamsburg would put out a bid for a guidebook publisher/distributor.

e. Newport News/Williamsburg International Airport

Ms. Cimino reported that she had met with the Newport News/Williamsburg International Airport Director and would be attending the 2019 JumpStart Air Service Development Conference from June 3 – 5, in Nashville.

f. Mr. Wassmer asked Rita McClenny for a Virginia Tourism Corporation (VTC) briefing. Ms. McClenny reported on a presence in a forthcoming U.K. sales mission and IPW.

Mickey Chohany asked if there were any co-op programs available to bolster the destination; Ms. McClenny reported that there were marketing leverage programs in place. Ms. Cimino said that she would be attending the VTC's orientation program.

**VI. Chair Report**

a. Public/Private Legal Opinion

Mr. Wassmer reported that an Attorney General ruling request was put forward by Senator Norment. Greg Davis reported that an expedited response had been requested.

**VII. Old Business**

None.

**VIII. New Business**

Mr. Wassmer met with Katherine Rowe, president of College of William and Mary; Wassmer agreed to connect Ms. Cimino with Ms. Rowe to discuss partnership initiatives.

Mr. Wassmer reported that the Pure Silk Championship was in full swing.

Wassmer also briefed the Council on a previous Historic Triangle Collaborative meeting.

**IX. Closed Session**

**X. Adjournment**

The next meeting will be June 18, at 1:00 p.m. at the Stryker Building.