

**WILLIAMSBURG TOURISM COUNCIL
MEETING
STRYKER CENTER, WILLIAMSBURG, VIRGINIA
June 18, 2019
Meeting Notes**

A meeting of the Williamsburg Tourism Council was convened at 1:04 p.m. on June 18, 2019, 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,	Chair, James City County Board of Supervisors
Honorable Doug Pons,	Vice Mayor, City of Williamsburg
Neal Chalkley,	President, Williamsburg Hotel & Motel Association
Honorable Mickey Chohany,	Williamsburg Area Restaurant Association/Second Street Restaurant
Philip G. Emerson,	Executive Director, Jamestown-Yorktown Foundation
Honorable Jeanne Zeidler,	Chair, Board of Directors, Greater Williamsburg Chamber & Tourism Alliance

Staff Members Present:

Vicki Cimino,	CEO
Joanna Skrabala,	Associate Director of Digital Marketing
Dave Potter,	Director, Marketing Communications
Robyn Gentry,	Social Media & Web Manager
Jodie Lumley,	Coordinator, Sales & Publications
Lisa Pacheco,	Director of Sports Development
Jill Pongonis,	Media Relations Manager

I. Call to Order

Jeff Wassmer called the meeting to order at 1:04 p.m. Kevin Lembke, Kym Hall, Mitchell Reiss, and Rita McClenny were not present.

II. Public Comment

There were no public comments.

III. Minutes

May meeting minutes were approved without comment.

IV. Treasurer's Report

Ruth Larson met with Vicki Cimino and Jody Puckett in May. Vicki reported that she is looking for a simplified way to present financial material; hoping to streamline the information once, a CFO is hired.

Ms. Cimino reported funds are pacing higher than projected with a cash flow of \$15.8 million. She said revenue from both the \$1 tax and SB 942 are up from the previous month.

Ms. Cimino said there was a month reported incorrectly and the December numbers should have been the January numbers.

For transparency, Doug Pons suggests that the reporting for each month should be the actual numbers. Mickey Chohany said that the numbers for May are inconsistent between the presentation and the packet information. Ms. Cimino said she would look into that.

Ms. Larson said that anyone is welcome to join any future financial meetings.

V. Executive Director Report

a. Ms. Cimino then reported that by the end of her first 120 days, she hopes to accomplish:

- Fill leadership positions
- On-board contractors
- Stakeholder engagement
- Strategic plan blueprint

Ms. Larson said she appreciates Ms. Cimino's approach and due diligence for the RFP process. Ms. Cimino said that as the scope of work is reworked, we would have a better handle on what is happening from month to month with the implementation of a dashboard.

b. May 2019 Highlights

Ms. Cimino shared destination highlights, including the Pure Silk Championship, visiting journalists, tradeshow attendance, and participation in the Virginia Tourism Corporation's (VTC) orientation program.

c. Newport News/Williamsburg International Airport

Ms. Cimino shared that she recently attended the JumpStart Air Service Development Conference with the Newport News/Williamsburg International Airport (PHF). She said they met with five airlines and reported that American Airlines and Delta were happy

with their current flight service. She said the planes were full and Delta would be increasing the size of its aircraft during the summer months. Ms. Cimino reported that a component of the pitch included the construction to/from Richmond and Norfolk; she said PHF could see an increase in demand.

Mr. Chohany asked if they ever addressed the current pricing model. Ms. Cimino said that, according to the airport director, pricing is comparable - depending on when you book. She also said Delta and American would not be adding new routes any time soon; however, several new airlines will take delivery of aircraft in 2020/21, which could present an opportunity for PHF.

Ms. Larson asked how airlines judge success; Vicki responded success is measured by load factor and profit margin.

Mr. Wassmer said he received a letter from the airport director thanking Ms. Cimino for her attendance and support. Ms. Cimino said that a portion of the media budget should be dedicated to airline cooperative marketing programs.

d. Pure Silk Championship Recap

Ms. Cimino presented preliminary Pure Silk Championship data points; Kingsmill will send a detailed report.

Ms. Larson noted that attendance at the event seemed to be less than prior years, but this could have been due to the Memorial Day timing and hot temperatures.

e. Requests for Proposals

Ms. Cimino said that everything would go out to bid soon, including research; she said she went back to SIR with adjustments to the scope. The research and agency of record scopes were included in the meeting packet. Ms. Cimino hopes to hear back from SIR soon.

Phil Emerson asked if segments of the research would be considered proprietary information. Ms. Cimino said that anything proprietary would be password protected.

Ms. Cimino said the agency fee structure needs to be adjusted and will request a dedicated account team.

Ms. Cimino said the RFPs will be sent to legal for approval before distribution.

VI. Chair Report

Before beginning his report, Mr. Wassmer shared that Mitchell Reiss would be stepping down from Colonial Williamsburg in October.

a. Public/Private Legal Opinion

Mr. Wassmer shared that they are still waiting for a response from the Attorney General's office.

b. July Meeting

Mr. Wassmer recommended skipping the July WTC meeting.

Mr. Emerson said that as the Tourism Council looks ahead, it could better determine meeting length.

c. Compensation Update

Mr. Wassmer said that Ms. Cimino's compensation would be finalized within the next couple of weeks, as previously discussed.

VII. Old Business

None.

VIII. New Business

None.

IX. Closed Session

X. Adjournment

The next meeting will be August 20, 2019.