

*Visit*  
**PRINCE WILLIAM**  
 VIRGINIA

**Prince William County Office of Tourism  
 Tourism Advisory Board Meeting  
 Candlewood Suites Dumfries  
 Wednesday, October 26, 2022 - 9:00am**

<b><u>Board Members Present</u></b>	<b><u>DPRT/Tourism Staff Present</u></b>	<b><u>Board Members Absent</u></b>
Asad Chaudhry Jacqueline Connor Jennifer Decker Michelle DeWitt Jim Larkin Bethany Webb Thida Win-Love	Kevin Costello Seth Hendler-Voss Mark Kowalewski Michael Rojas Mike Stoupa	Gwenn Adams Maureen Brennan Claudia Friar Cathy Madigan

I. **Call to Order** - Tourism Advisory Board Chair, Michelle Dewitt, called the meeting to order at 9:05 am.

II. **Acceptance of October 26, 2022 Agenda**

**VOTE:** By unanimous consent, the Tourism Advisory Board members present accepted the meeting agenda for October 26, 2022.

**Ayes:** Chaudhry, Connor, Decker, DeWitt, Larkin, Win-Love

**Nays:** None

**Abstain from Vote:** None

**Absent from Vote:** Webb

**Absent from Meeting:** Adams, Brennan, Friar, Madigan

III. **Citizen Time** - No citizens present

IV. **Acceptance of July 27, 2022 Board Minutes**

**VOTE:** By unanimous consent, the Tourism Advisory Board members present accepted the July 27, 2022 Tourism Advisory Board meeting minutes.

**Ayes:** Chaudhry, Connor, Decker, DeWitt, Larkin, Win-Love

**Nays:** None

**Abstain from Vote:** None

**Absent from Vote:** Webb

**Absent from Meeting:** Adams, Brennan, Friar, Madigan

## V. **Board Chair Time (Chairman DeWitt)**

### A. **Setting of Dates/Time for 2023 Tourism Advisory Board Meetings**

Discussion was held on whether additional board meetings should be added to the annual meeting calendar or if the formation of sub-committees or ad hoc committees would be beneficial and provide the Board the opportunity for more action. It was determined that the meeting schedule would remain the same. Meetings will continue to be held on the last Wednesday of the first month of each quarter at 9:00 a.m. January 25 – April 26 – July 26 – October 25. Additional meetings will be scheduled as needed. Locations to be determined.

### B. **Board Member Expiring Terms**

**The following Board members have terms that expire December 31, 2022 and all are interested in reappointment:** Maureen Brennan, Asad Chaudhry, Jim Larkin and Cathy Madigan. The reappointments will be brought before the BOCS for Notice of Intent to Appoint. Board members will be notified of their appointment.

### C. **Tourism Advisory Board Nominations for Chair and Vice Chair (1- Year Term)**

Nominations are open for the positions of Chair and Vice Chair for the 2023 annual year. Current Chair, Michele DeWitt and Vice Chair, Jim Larkin expressed their desire to run for another term. Anyone interested in running for either seat should contact the Office of Tourism. Nominations will also be taken from the floor at the January 25, 2023 Advisory Board meeting and a vote will be taken at that time.

### D. **Strategic Plan -Review and Adoption (Presentation by Tourism Director, Kevin Costello)**

Handout – ***PWC Tourism Development Plan | Building Our Tourism Economy***

The template used to assist in creating this plan has been used by Visit Abingdon, VA on projects with Virginia Tourism Corporation (VTC) and used to help facilitate the strategic planning process. Sections of the format such as imperatives came directly from VTC- Drive 2.0. It is important to align with the state's strategies in submitting grant applications. The following overview outlines the contents of this plan. **For plan details please refer to the handout.**

**Executive Summary** - Introduction to Prince William County tourism economy

**Mission Statement** – Current statement used by the Office of Tourism

**Vision Statement-** Having no set statement, this is a proposed Vision statement for the PWC Office of Tourism. A vision statement is a requirement to reapply for accreditation through Destinations International due in 2023. This can be edited if necessary.

**Values-** Stakeholders agree to keep these values in mind when considering the future of tourism in PWC.

**Acknowledgement** – Result of discussion and input by the Office of Tourism, the Tourism Advisory Board and area stakeholders.

**Situational Analysis** – The information on perspectives collected from the Tourism Advisory Board via online survey was used to develop the SWOT Analysis and GAP Analysis.

**Imperatives – Promotion | Product Development | Making the Case/ Advocacy**

These three imperatives are designed to coincide with the objectives of the Virginia State Tourism Development Plan-DRIVE Tourism. Each imperative includes specific strategies, measures, target dates and the stakeholders involved in making the goals happen.

**Monitoring Progress** – The Office of Tourism is responsible for implementation of the Plan and will develop an annual work plan to ensure all initiatives are reached. The plan is to be reviewed by the Tourism Advisory Board and department leadership. Adjustments are to be made and Ad hoc committees formed as necessary. The plan should be referenced consistently as tourism related decisions are made.

**Conclusion** – Tourism is important to the economic development of Prince William County. Implementation of this Tourism Development Plan is expected to result in many benefits to its citizens, including increased job and business opportunities and improved quality of life for those citizens.

**\*At the request of the Advisory Board, Kevin will contact the County Communications Dept regarding PWC TV Channel and possible archived videos.**

**VOTE:** By unanimous consent, the Tourism Advisory Board members present voted to adopt the presented Tourism Development Plan with the edit of removing the wording “**standing and**” under Imperative Three - Strategy Five.

**Ayes:** Chaudhry, Connor, Decker, DeWitt, Larkin, Win-Love, Webb

**Nays:** None

**Abstain from Vote:** None

**Absent from Vote:** None

**Absent from Meeting:** Adams, Brennan, Friar, Madigan

## **VI. Tourism Director Update (Kevin Costello)**

### **A. Open Staff Positions**

**Marketing Manager** – This position is still open. Candidates who were offered the position declined. The position description is being revised and will be advertised at the end of year.

**Other Positions** – Two part-time equivalent positions will be converted to one full time position – Digital Marketing Coordinator. There will be one part-time visitor services position to fill as well.

**\*An updated Organizational Chart will be provided to the Board reflecting the new positions.**

**B. C. and D. Transient Occupancy Tax Revenue Report (TOT)- September 2022**  
**Profit and Loss Report- September 2022**  
**Smith Travel Reports**

**Profit and Loss Statement** -The Tourism budget is within the Dept of Parks, Recreation and Tourism budget.

**TOT Revenue Report** – This report shows the collection of transient occupancy tax from the hoteliers that is remitted to the county broken into general funds (40 % of total collection) and tourism funds (60% of total collections) which for FY23 was budgeted at \$2.4M however \$1.1M was transferred to Historic Preservation.

Kevin will provide a more detailed financial report at the next board meeting.

**E. Tourism Partner Networking Event Reminder** -The partner event will take place on Wednesday, November 9, 2022 at the Hilton Garden Inn in Haymarket from 4:00 -6:00 p.m. Speaker for the evening will be Taylor Adams, Senior Manager at the LPGA talking about the upcoming Solheim Cup in 2024.

**VII. Departmental Updates** (full details can be found in the handout provided)

**Sales, Marketing, and Sports Tourism FY23- Q1 (July-September 2022)**

In the future this report will be combined into the Directors Report with bulleted information on what the tourism staff is working on and will be presented as a consent agenda for board to review.

**VIII. Advisory Board Members Time**

**Asad Chaudhry** – Asad joined Mike Stoupa and Thida Win-Love on a sales mission trip to Ohio, Florida, Georgia and said it was one of his best experiences. FBI and DEA business has gone down for his hotel properties.

**Bethany Webb** – Potomac Mills currently has only two retail vacancies. Tour buses slowly coming back but nothing like in 2019 levels.

**Thida Win-Love** –IMG properties off I-66 (Hampton Inn Gainesville and Springhill Suites Gainesville) are experiencing above pre-Covid numbers but the I-95 properties (Hampton Inn Dumfries/Quantico and Country Inn & Suites) are at 40-50% occupancy. Corporate and government business has not come back for those hotels.

**Jennifer Decker** – Hampton Inn Manassas has seen an increase in group reservations- bus tours, school groups, Civil War tour groups and government travel is coming back. They already have bookings for next year. They are beating their pre-Covid numbers.

**Kevin Costello** - Kevin has been invited by Supervisor Boddye to attend a meeting regarding the future of Potomac Mills.

**IX. Adjournment**

**VOTE:** By unanimous consent, the Tourism Advisory Board members present adjourned the board meeting at 10:56 a.m.

**Ayes:** Chaudhry, Connor, Decker, DeWitt, Larkin, Win-Love, Webb

**Nays:** None

**Abstain from Vote:** None

**Absent from Vote:** None

**Absent from Meeting:** Adams, Brennan, Friar, Madigan

**Next Advisory Board Meeting:** January 25, 2023 - Location TBD

Michelle DeWitt, Advisory Board Chair

Michelle DeWitt 01/24/23

Kevin Costello, Director of Tourism

K. Costello 2/2/23

Susan Plattner, Recording Clerk

Susan Plattner 1/24/2023