

**Jamestown-Yorktown Foundation
Board of Trustees**

**Marketing Committee
Thursday, September 30, 2021
DRAFT MINUTES**

Committee Members Present: Mmes. Bourne, Swann*, Swecker; Messrs. Jordan, Trammell.

Committee Members Absent: Mme. McQuinn; Messrs. Howard, Plum Thompson, Ware.

Staff Present: Mmes. Basic, Leftwich, Perkins, Rawlins, Turner.

**Indicates liaison from the Jamestown-Yorktown Foundation, Inc. Board of Directors*

I. Call to Order

Mrs. Bourne called to order the Thursday, September 30, 2021, meeting of the Jamestown-Yorktown Foundation (JYF) Marketing Committee at 1:35 p.m. by Verizon phone conference system in accordance with Virginia Code § 2.2-3708.2. Mrs. Bourne welcomed committee members to the meeting. Staff then took roll call for attendance.

II. Approval of Minutes

Mrs. Bourne stated that in the absence of a quorum, approval of minutes from the April 21, 2021, meeting of the JYF Marketing Committee were postponed until the next meeting.

III. Combined Paid Admissions and Revenue

Mrs. Bourne reported on the Summer 2021 admissions and revenue report. She informed the committee that Marketing and Public Relations promotional efforts of JYF museums, programming, events, lectures and exhibitions contributed to paid admissions that were on par with pre-COVID-19 admissions and revenue. She reported June paid admissions were up 23% to original budget and up 21% to budget in revenue, July paid admissions were up 35% to original budget and up 33% to budget in revenue, and August paid admissions were up 19% to original budget and up 19% to budget in revenue. Mrs. Bourne stated that individual visitation helped with the decrease in school and tour group visitation during the summer. She said that JYF anticipated the group business decline to continue in the fall, but were optimistic that individual visitation would continue to assist with the decrease.

IV. 2022 Marketing Strategy Plan

Mrs. Bourne asked Mrs. Turner to share with the committee the 2022 Marketing Strategy Plan. Mrs. Turner reported the plan was built on the pillars of the JYF strategic plan that focused on people, communications and programs. She stated that the Marketing Plan key strategies included Behavioral Targeting in Advertising, Cultivation of Local Visitors, Elevating the JYF Brand and Investing in Private Events and Groups. She provided planning insights that included what worked, what needed work and what was too soon to tell. Mrs. Turner gave an overview of the JYF top 10 states of origin, individual visitor profile for each museum, and four key areas of focus for 2022. She continued with marketing strategies to reach diverse and inclusive audiences, persona and general behavioral targeting, communication with locals, cultivation of potential local visitors and annual pass program, elevation of the JYF brand and increase visitation, strengthen brand and visual identity, implement a new brand advertising campaign, invest in marketing private events and groups, development of new staff initiatives, and carry out new and ongoing Marketing and Public Relations priorities.

Mr. Trammell suggested for media coverage to create a story that JYF museums are open and a must see. He stated that people were more likely to visit and to donate to places that were doing well. He suggested promoting to the William & Mary Alumni Association and offered to facilitate an introduction. Mrs. Bourne suggested a media pitch to experience the museums outdoor areas, especially as winter approaches, to inform people that outdoor activities are happening. She mentioned in Spring 2022 to promote family reunions and that African-American groups were seeking safe travel destinations and for places not previously visited. She stated it was a perfect direction for JYF to expand its audience and it could not be at a better time. Mrs. Swann said she liked the new target groups. She suggested a story tie-in with family reunion groups such as build a family tree.

V. Website Platform and Rebranding Update

Mrs. Turner reported that an approved Virginia Information Technology Agency (VITA) vendor SiteVision Inc., was selected to execute the rebranding and hosting of the new JYF website jyfmuseums.org. She informed the committee that JYF anticipated completion of the website hosting migration from current host Ciniva Web Agency to SiteVision by January 1, 2022. She reported SiteVision vendor Granicus Experience Group would provide website research, design and development services. Mrs. Turner said Granicus Experience Group offered a multidisciplinary team of strategists, analysts, communicators and technology experts to assist JYF to discover better insight, build better experiences and achieve better conversions and outcomes. She stated SiteVision work would occur within a

52-week timeframe that included delivery, installation, training, implementation, integration, testing support and ongoing maintenance services.

VI. Other Business

Mrs. Bourne shared with the committee that JYF continued to receive positive feedback on *INSIDE JYF Magazine*. She stated the next issue, scheduled for release in November, featured the JYF, Inc. Fiscal Year 2021 Annual Report.

Mrs. Bourne relayed *Virginia Business Magazine* "Virginia 500 Power List" featured JYF Executive Director Christy Coleman. The list included the top Virginia executives in business, government and education.

VII. Adjournment

There being no further business, the Thursday, September 30, 2021, meeting of the Marketing Committee adjourned at 2:32 p.m.