

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, January 17, 2024**

MEETING MINUTES

Present: Bryn Adams, Sara Patel, Jen Armstrong, Karen Haught, Dave Wilson, Sue Elliott, Nicole Thims

Staff: Georgia Carter Turner, Executive Director; David Swanberg, Marketing Coordinator; Kristine Spence, Marketing Manager

Also Present: Heather Wallace, Volusia County Assistant County Attorney; Brenda Sidoti and Jamie Browder Benedict Advertising; Paula Vann, Zartico; Colin Innes, St. Johns River Eco Tours

Call to Order: Ms. Adams called the meeting to order at 9:01 a.m.

Call for Public Participation: Ms. Turner welcomed and introduced Paula Vann with Zartico, and Colin Innes with St. Johns River Eco Tours.

December 2023 Board Minutes: Ms. Patel made a motion to approve as presented, seconded by Mr. Wilson, and approved unanimously.

December 2023 Financials: Ms. Patel gave the financial report. Mr. Wilson made a motion to approve as presented, seconded by Ms. Haught, and approved unanimously.

Presentation: Zartico Research and Reporting by Paul Vann, Sr. Director Partner Success

During the presentation, Ms. Vann introduced Zartico, a destination operating system that simplifies big data, science, AI, and technology to provide a better understanding of people's movements and economic growth within specific areas. Ms. Vann reviewed the visitor profile insights for West Volusia in 2023.

Benedict Advertising & Marketing Report

Ms. Browder presented an update on digital campaigns, website analytics, social media results, and public relations for December 2023. Google Search & Display ad campaigns totaled 563,695 impressions, 13,703 clicks, average cost per click of \$1.34, with a 2.43% click-through rate. The average view rate for video ads is 58.84%. Total website users were 14,952, and the top pages were the attractions, calendar of events, the home page, and arts and history. Atlanta and New Haven continue to appear in the top ten visitor locations. Ms. Browder reported on Facebook and Pinterest insights. Facebook lead generation for newsletter sign-ups totaled 256. Overall Pinterest ads for quarter 4 2023 resulted in 105,117 impressions with 812 pin clicks (.77%). Public Relations included coverage of Stetson Mansion and Blue Spring State Park.

Executive Director's Report December 2023/January 2024

Ms. Turner presented an overview of recent events, meetings, and other activities:

EVENTS: This past weekend there were two major events in the area – the 4th Annual Berkeley LaBaw Speck Tournament and the Florida Wine & Grape Growers Association. Although they could not be more different, they were both a total success. The tournament brought in 40 boats, with about half of the teams from out of town. The winner brought in 28 pounds of crappie in two days and won over \$9,000 in prize money. The Florida Wine & Grape Growers group wants to come back in 2025 and possibly revive their international wine festival here. Other events staff attended: January Wine Women & Chocolate; Lake Helen Stressbuster 5K; MainStreet DeLand Association Annual Meeting & Installation where David Swanberg was named Volunteer of the Year.

MEETINGS: Staff has been talking to Misty Wells from Discovery Channel about bringing her TV show here in the spring; ROL first "reorganization" meeting; Florida Adventure Travel Network (FATN) Zoom meeting; Rick Hall and Chad Rhodes from City of DeLand re: Mud Dogs Festival in April.

OTHER: Hosted content creator Maria Maya and her family January 4-7.

Ms. Turner also discussed her trip with Benedict Advertising staff to New Haven, CT on the new Avelo Airlines flight. The group will be forming a strategy for marketing in the future.

General Discussion:

Mr. Wilson gave an update on the Architecture Forum coming to DeLand on March 10, 2024. The theme of the panel discussion will be "Hands Creating Plans: A Review of Florida Architecture." The architects for the panel will be Maurizio Maso, Jack Rogers, and Kevin Schweitzer. This event is free and open to the public and will be held at the City of DeLand chambers.

Ms. Elliott provided an update on the Florida Wine & Grape Growers Association's annual meeting which was held downtown DeLand on January 12-13, 2024.

Adjourn: With no further business; Ms. Elliott made a motion to adjourn, seconded by Ms. Armstrong. The motion passed unanimously at 10:09 a.m.