

West Volusia Tourism Advertising Authority

Advisory Board Meeting Minutes

Wednesday, February 15, 2023

MEETING MINUTES

Present: Cindy Sullivan, Pete Arney, Dave Wilson, Sara Patel

Remote: Sue Elliott. **Absent:** Bryn Adams

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

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Brenda Sidoti and Jamie Alexander Benedict Advertising; Erick Nielsen, Barberville Pioneer Settlement; Nicole Hogeland, Hampton Inn & Suites - DeLand

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

Mr. Arney made a motion to approve that Ms. Elliott has a concern and the Board agrees that they are exceptional circumstances and that she be allowed to participate and vote remotely today, seconded by Mr. Wilson and approved unanimously.

Call for Public Participation: None

Discussion and Approval: Chair and Vice Chair for February and March 2023 meetings; procedure for appointments at March 21 County Council meeting. Mr. Arney made a motion to table the discussion and approval for Chair and Vice Chair until the April board meeting after County Council has appointed board members, seconded by Mr. Wilson and approved unanimously.

December 2022 Board Minutes: Ms. Patel made a motion to approve as presented, seconded by Mr. Wilson and approved unanimously.

December 2022 and January 2023 Financials: Ms. Patel gave the financial report. Mr. Wilson made a motion to approve as presented, seconded by Ms. Elliott and approved unanimously.

Discussion and Approval: Event Funding for 18th Annual Spring Fling at Barberville Pioneer Settlement
Mr. Wilson made a motion to approve funding in the amount of \$2,525, seconded by Ms. Patel and approved unanimously.

Benedict Advertising & Marketing Report

Ms. Alexander presented an update on digital campaigns, public relations and upcoming projects for December 2022 and January 2023. Ms. Alexander showed top ads for Google Search and display ads.

Facebook continues to be the leading social source to drive traffic to the website. Website visits continue to increase. Top locations for website visitors out of the West Volusia area in Florida are consistently Orlando, Miami, Tampa and Jacksonville. Outside of Florida, Atlanta remains at the top of the list.

Ms. Alexander reported on Facebook and Pinterest ads and campaign results. The open rate for the consumer newsletter continues to produce above industry standards.

Ms. Alexander gave an update on the progress of the Bandwango CoolCraft Beverage Trail mobile pass. In December during the CoolCraft Christmas campaign there were 169 signups, the most in a single month to date.

Public Relations included a lot of press on Blue Spring State Park that included stories on manatees.

Executive Director's Report: January – February 2023

Ms. Turner began her report by reading Doug Little's obituary. She congratulated Kristine Spence for being named the Volunteer of the Year by the West Volusia Historical Society at its annual meeting in January. She then gave an overview of recent meetings, events, staff travel and other activities.

MEETINGS: Rachel Covello re: FLOCC and OutCoast; Volusia County Council new member installation – meetings with all; local Legislative Delegation event; DeLand Black Heritage Trail meetings; MainStreet DeLand Association annual meeting; State of the City of DeBary; Lodging & Hospitality meetings; Reception for the owners of Tiger tugboat who were visiting from England; Florida Black Bear quarterly meeting; Racial History seminar at Stetson; Meeting about the new Aquarium with Pat Northey at Brevard Zoo; DeLand Chamber annual meeting; Ad Fed luncheon re: Digital advertising; Active Transportation Workshop; Volusia Business Resources workshop; West Volusia Chamber banquet; PIN call; Twinka Tison Wellness Influencer ribbon cutting; Elsie Mendez NEXTLEVEL Enterprise ribbon cutting; MLK luncheon at Stetson University; Wedpros; ME Strong 5K; Love is Love Festival booth; River of Lakes monthly meetings; Daytona Beach Chamber annual meeting; West Volusia Historical Society Board Meetings; Coast to Coast Trail meeting.

EVENTS: Fantasmagoria at Athens; Crappie USA; Crappie Masters; Kid's Rodeos with both at Highland Park Fish Camp; Latin Festival in Deltona; Florida Wine & Grape Growers 100th anniversary reception; Taste of DeLand; Empty Bowls; Manatee Festival; Mathilda Jr. at Athens; Fish fry for the Berkeley Labaw Memorial Speckled Perch Tournament; Lyonia Wildlife Festival; Thin Man Watts Jazz Festival; DirtCar Nationals at Volusia Speedway.

TRAVEL: Wedding Expo in Orlando; Tampa Senior Expo; I Said Yes in Daytona Beach; I-95 Showcase at the Yulee Welcome Center.

OTHER: Travel writers: Jo Clark, Liz Amore, David Gibb. Fishing University returned; VISIT FLORIDA filmed an episode of Florida's Table at BakeChop; HAT Marketing "Immersion tour." Toured beer facility at Daytona State College with MainStreet DeLand; they will participate in DeLand Craft Beer Festival April 15.

General Discussion:

Ms. Elliott gave a follow up on the January Florida & Wine Grape Growers Association conference held in DeLand, and stated they will be back next January.

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 9:56 a.m.