

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, February 21, 2024**

MEETING MINUTES

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

Remote: Sue Elliott

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

Also Present: Russ Brown, Volusia County Assistant County Attorney; Brenda Sidoti, Jamie Browder, Stephanie Hecker and Greg Otte with Benedict Advertising

Call to Order: Ms. Adams called the meeting to order at 9:00 a.m.

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

Call for Public Participation: Ms. Turner welcomed and introduced Russ Brown, Assistant County Attorney with Volusia County.

January 2024 Board Minutes: Ms. Haught motioned to approve as presented, seconded by Mr. Wilson, and approved unanimously.

January 2024 Financials: Ms. Patel gave the financial report. Mr. Wilson motioned to approve as presented, seconded by Ms. Haught, and approved unanimously.

Discussion & Approval: Event Marketing Partnership Applications

Mr. Wilson motioned to approve as presented the partnership agreements with Athens Theatre for the production of “Rent” and with the City of DeLand Parks & Recreation for the Mud Dogs Music Festival, seconded by Ms. Patel, and approved unanimously.

“Rent” at Athens Theatre – April 12-May 5, 2024

The WVTAA partnership with Athens Theatre for the production of “Rent” will include:

- Social media posts on Visit West Volusia platforms leading up to the event
- Listing in consumer Visit West Volusia’s Enewsletter that will go out at the end of March to more than 15,000 potential visitors who have opted in to receive info on events
- Visit West Volusia general banner ads on OutCoast.com will be switched to promote “Rent”
- Ad in Watermark Publishing at \$1,523
- Two Village Daily Sun ads with logo/website and/or verbiage at \$2,604

Mud Dogs Music Festival, City of DeLand – April 20, 2024

The WVTAA partnership with the City of DeLand Parks & Recreation will include:

- Social media posts on Visit West Volusia platforms leading up to the event
- Listing in Visit West Volusia’s consumer Enewsletter that will go out at the end of March to more than 15,000 potential visitors who have opted in to receive info on events
- Distribution of promotional cards in our Visitor Center, and also at the Senior Expo in Melbourne Feb 14; Atlanta Travel & Adventure Show, March 9-10; Boomer Guide Show in Melbourne March 29; and Outdoor Expo and Boat Show in Tampa, April 5-7.

- \$1,000 to promote the festival on out-of-area radio or print to include the line "Come & Stay and enjoy the show!" Or use the Visit West Volusia logo and website (if possible) on a print ad.

Benedict Advertising & Marketing Report

Ms. Browder presented an update on digital campaigns, website analytics, social media results, and public relations for January 2024. Google Search & Display ad campaigns totaled 763,080 impressions, 18,122 clicks, average cost per click of \$1.14, with a 2.37% click-through rate. The average view rate for video ads is 55.99%. The total website users were 21,386, and the top pages were the attractions, calendar of events, the home page, and outdoor activities. 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 411. Public Relations included extensive coverage of Blue Spring State Park due to the amount of predated amount of manatees to gather in the spring run.

Executive Director's Report January-February 2024

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

EVENTS: Hispanic Chamber Open House for West Volusia Chamber members; DeLand Chamber's Volusia Vibe at Abbey; Taste of DeLand; Manatee Festival; DeLand Chamber Wellness Expo; Tourism Day in Tallahassee; Ribbon Cutting for B&O Cleaners; Daytona Beach Chamber Banquet at Daytona International Speedway with Brian Kelley of Florida-Georgia Line; ME Strong 5K; Latin Festival in Deltona; DirtCar Nationals at Volusia Speedway Park; Mardi Gras Dog Parade; DeLand Chamber Annual Banquet; State of the County Luncheon at the Center at Deltona; Thin Man Watts Jazz Fest; Love is Love Pride Festival; WV Historical Society Awards Dinner.

MEETINGS: Florida Public Relations meetings re: Branding and speaking re: promoting Volusia County; River of Lakes reorganization meeting; Florida MainStreet Director Kathie Beck for MSDA state review; Zartico Florida member meeting; Volusia Business Resource quarterly meeting; Debra Lemons re: Architect Symposium and possible summer programs on Athens Theatre and Black Heritage Trail; VISIT FLORIDA Marketing Council meeting; Florida Wine & Grape Growers site visit at Northwest Square/promo video after; VISIT FLORIDA re: Colombian content creators coming in March; Donnie McCormick re: 2025 Berkeley LaBaw fishing tournament; LHA monthly meetings; Lunch with new Ocean Center director Lynn Flanders; Misty Wells re: Discovery Channel TV show filming in April; Mighty River Recovery Board Meeting; MSDA Annual Planning Board Meeting; Mary Allen with the African American Museum of Arts speech at West Volusia Historical Society; WedPros; and Fall Festival of the Arts Meetings.

TRAVEL: Tampa Bay Senior Expo; All You Need is Love Senior Expo in Melbourne.

OTHER: Travel writer RC Staab on assignment with GoWorldTravel.com. Rachel Covello from Outcoast.com for a video that will focus on solo travel; Leticia Cline coming for DeLand Bike Rally. WVTAA has "adopted" a family that staff named the Westons. They will be introduced in the WVTAA February partner enewsletter. David Swanberg won Addy awards and will also be in the enewsletter.

General Discussion:

Mr. Wilson discussed the "Hands Creating Plans: A Review of Florida Architecture" event that will be on March 10 at the City of DeLand Chambers.

Adjourn: With no further business; Ms. Patel motioned to adjourn, seconded by Ms. Haught. The motion passed unanimously at 9:46 a.m.