

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, March 20, 2024**

MEETING MINUTES

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

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

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Brenda Sidoti, and Jamie Browder with Benedict Advertising; Jessica Meinhofer

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

Call for Public Participation: Ms. Turner welcomed and introduced Jessica Meinhofer, whom WVTAA is collaborating with on promoting West Volusia as its adopted family, the Westons, to showcase outdoor activities.

February 2024 Board Minutes: Ms. Armstrong motioned to approve as presented, seconded by Ms. Haught, and approved unanimously.

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

Benedict Advertising & Marketing Report

Ms. Browder presented an update on digital campaigns, website analytics, social media results, and public relations for February 2024. Google Search & Display ad campaigns totaled 527,281 impressions, 11,914 clicks, average cost per click of \$1.24, with a 2.26% click-through rate. The average view rate for video ads is 61.5%. The total website users were 15,106, and the top pages were the calendar of events, the home page, attractions, and outdoor activities. Visitors via mobile are 83%. Atlanta and areas in Connecticut 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 360. Public Relations included coverage of Volusia Speedway Park and DeLeon Springs State Park.

Ms. Turner showed the Board an Instagram reel that Benedict Advertising put together during motorcycle rider and writer Leticia Cline's visit to the area for the DeLand Bike Rally. Ms. Turner thanked Ms. Armstrong for her help with the visit.

Executive Director's Report February-March 2024

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

EVENTS: Wild Violet Ribbon Cutting; Love Your Heart 5K; Enterprise Chili Cookoff; Addy Awards (where WVTAA's David Swanberg won two silver for CoolCraft Summer campaign and CoolCraft Christmas card); Daytona Aquarium Ribbon Cutting; Burning Bike at the Volusia County Fairgrounds; Wine to Water; Wildlife Festival at LEC (Westons); She Is Women's event at the Athens; Night of Lights Firefly Social at Blue Spring State Park.; Childhood Cancer Foundation St. Patrick's Day event; Lake Helen Leprechaun Run.

MEETINGS: DBACVB Coffee & Connections at Copper Bottom Distillery; Mary Sanguedolce at John Knox Village re: Volunteer Fair; Florida Adventure Travel Network webinar; Miles Media State of the American Traveler webinar; MSDA Board, Promotions and Tropical Nights Meetings; Florida Scenic Highway Program Annual Meeting in Mt. Dora; Free For All Friday Talk Show on WNZF in Flagler; State of DeBary; LHA monthly meeting; TDC meeting.

TRAVEL: Volusia Days in Tallahassee; Atlanta Home Show Travel & Adventure Show.

OTHER: Colombian content creators with VISIT FLORIDA – Daniela Montoya and Nathalie Ramirez – have been here March 17-20. Be sure to vote for DeLand for USAToday's 10Best. Also, Stetson's men's basketball team will drive through DeLand on their way to the airport to go to the NCAA Championship today at 2 p.m.

General Discussion:

Ms. Elliott gave an update on events and activities in the Pierson area.

Mr. Wilson provided a recap of the "Hands Creating Plans: A Review of Florida Architecture" event that was held on March 10 at the City of DeLand Chambers. Ms. Turner said the program was both entertaining and inspiring. Mr. Wilson noted that it might become a yearly event.

Adjourn: With no further business; Mr. Wilson motioned to adjourn, seconded by Ms. Patel. The motion passed unanimously at 9:51 a.m.