

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, April 19, 2023**

MEETING MINUTES

Present: Bryn Adams, Pete Arney, Dave Wilson, Karen Haught, Jen Armstrong

Remote: Sara Patel

Absent: Sue Elliott

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 Browder, Benedict Advertising; Jessica Algieri, Hampton Inn & Suites DeLand; Stacy Sinsabaugh, Candace Ziegler, Diane Romero-Lopez, West Volusia Runners; Don Stoner, Runner's High Timing and Race Management

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

Mr. Arney made a motion to approve that Ms. Patel 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.

Nomination of Officers:

Mr. Arney made a motion to nominate Ms. Adams for Board Chair, seconded by Mr. Wilson and approved unanimously.

Ms. Patel made a motion to nominate Mr. Arney for Vice Chair, seconded by Mr. Wilson and approved unanimously.

Mr. Wilson nominated Sara Patel for Treasurer, seconded by Mr. Arney and approved unanimously.

Call for Public Participation:

Introduction of new board members, Jen Armstrong of Holly Bluff Marina and Karen Haught of Kermit's Key West Key Lime Shoppe.

Introduction of Jessica Algieri, sales manager at Hampton Inn & Suites DeLand.

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

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

Discussion & Approval: Event Marketing Funding

- Central Florida Legends Marathon, Half Marathon & 5K, November 19, 2023

Ms. Sinsabaugh and Ms. Ziegler with West Volusia Runners presented an overview of the event, past results from prior years and the intent of the funds requested. The requested amount of \$2,500 will be utilized to obtain a student intern from Stetson University to handle digital marketing, i.e. Google ads, Facebook ads, social media posting and engagement. \$1,500 would go to the intern after the event, and \$1,000 spend on advertising. Upon discussion the board agreed to amend the amount requested. Mr. Wilson made the motion to pay West Volusia Runners \$3,000 for the Central Florida Legends Marathon, Half Marathon & 5K with \$1,500 going to the student intern and \$1,500 for advertising, seconded by Ms. Patel and approved unanimously.

Benedict Advertising & Marketing Report

Ms. Browder presented an update on digital campaigns, public relations for March 2023 and upcoming projects.

Ms. Browder gave an overview of Google Search & Display campaigns with nearly 1.5 million impressions and .45% click through rate. A new video ad was viewed. Video Ad campaigns resulted in an average of 86% full viewing rate. Facebook continues to be the leading social source to drive traffic to the website. 77.57% of website traffic came from mobile devices with an average page session of 2.92. Top page visits include attractions, home page, family activities, Blue Spring State Park, and weddings. 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. Browder reported on Facebook and Pinterest ads and campaign results. Leads from Facebook ads for newsletter sign ups continue to remain strong with almost 500 leads. The open rate for the newsletter continues to produce above industry standards.

Ms. Browder gave an update on the progress of the Bandwango the CoolCraft Beverage Trail mobile pass. In March, top check-in locations were Persimmon Hollow and Hyderhead Brewery.

Public Relations covered a variety of topics including several to-do list publications, Blue Spring State Park and manatees, camping and Cassadaga. Ms. Browder mentioned upcoming projects include the launch of the new website, Zartico update and campaign for CoolCraft Summer.

Executive Director's Report: April 2023

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

MEETINGS: Janet Linder, News 6; Bandwango pass refresh meetings; DeLand Black Heritage Trail meetings; Zartico training; Board appointments at Volusia County Council; Lodging & Hospitality monthly meetings; Berkeley LaBaw fishing tournament discussion; Florida Public Relations Association Student Takeover; Cando Keto Krisp discussion; Volusia County Trails Plan review; River of Lakes monthly meeting; Main Street Board and promotion committee meetings; West Volusia Chamber Economic Forum; PIN call; Honey Acres Farm visit; Board orientations for Ms. Armstrong and Ms. Haught; West Volusia Historical Society Board Meetings, Lunch & Learn about Sunrail and History Talk about Lake Helen; Florida Black Bear Scenic Byway board meeting; met with Adlin Cabrera and Catherine Barker, new to City of Deltona; Kristalyn Stewart, Sunrail marketing manager.

EVENTS: Night of Lights at Blue Spring State Park; St. Patrick's Day event at Elusive Grape; Spring Frolic at Barberville Pioneer Settlement; reception for DeLand Sculpture Walk; Wine Women & Chocolate; West Volusia Chamber Business After Hours at Lohman's Funeral Home; DeLand Chamber ribbon cutting at Mindquest; DeLand Craft Beer Festival; DeLand Black Heritage Trail Celebration; I Said Yes at Villa Festa.

TRAVEL: Atlanta Travel & Adventure Show in conjunction with the Daytona Beach Area CVB; Volusia Days in Tallahassee; Sun N' Fun in Lakeland; Boomer Expo in Melbourne; Travel Expo in the Villages; Tampa Bay Women's Expo.

OTHER: Avelo, a new low-cost carrier, will start service to and from New Haven, CT June 22. DAB will announce another destination in the coming. West Volusia Tourism nights will be held at the Daytona Tortugas game, May 11, and at the Volusia Speedway Park, June 24.

General Discussion: None

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 10:00 a.m.