

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, April 20, 2022**

MEETING MINUTES

Present: Cindy Sullivan, Sara Patel, Bryn Adams, Susan Elliott, Pete Arney, Dave Wilson

Absent: Doug Little

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, Jamie Alexander, and Greg Otte, Benedict Advertising; Christina Crowley, Holiday Inn Express DeLand South; Nicole Hogeland, Hampton Inn DeLand

Call to Order: Ms. Sullivan called the meeting to order at 8:59 a.m.

Mr. Arney made a motion to approve that Mr. Wilson has a concern and the Board agrees that it is an extraordinary circumstance and that he be allowed to participate remotely today, seconded by Ms. Elliott and approved unanimously.

Call for Public Participation: None

February Minutes: Ms. Patel made a motion to approve, seconded by Ms. Adams and approved unanimously.

February and March 2022 Financials:

Ms. Patel gave the financial report, and stated West Volusia had the best month on record in the amount of \$94,230 in collections for February 2022. Ms. Turner explained the slight loss recorded in the investment portfolio is a result in the change the County made in investment strategy, and that County staff believes most of the rebalancing is complete. But as the market changes, they will continue to adjust as needed to deliver the maximum return long-term. Mr. Arney made a motion to approve both the February and March 2022 financials, seconded by Mr. Wilson and approved unanimously.

Benedict Advertising & Marketing Report

Ms. Alexander presented an update on digital campaigns, public relations and upcoming projects.

Ms. Alexander gave an overview of the Google Search & Display ads for both February and March as well as video ads on YouTube.

Facebook continues to be the leading social source for Google Search. A traffic overview of the web site showed organic search remains on top, followed by paid search. Mobile continues to dominate traffic by device to the website.

Orlando remains the top location for website visitors, with Miami, Tampa and Jacksonville in the top ten. Ms. Alexander showed examples of recent Facebook ads, and reported on March and April consumer newsletters, March had a 41.3% open rate, and April had a 28.3% open rate.

The Bandwango update included 133 lifetime signups for the CoolCraft Beverage Trail mobile pass. Overall top check-in locations include Persimmon Hollow Brewing Co., Hyderhead Brewery and Odd Elixir Meadworks & Abbey Bar. A breakdown by month was also provided.

Public Relations included coverage on the CoolCraft Trail; Stetson Mansion; DeLand; DeLeon Springs State Park; Spring-to-Spring Family Fun Ride; Gator, WVT's adopted manatee through Save the Manatee Club; Museum of Art DeLand; Wings of the West; Cassadaga stories; Georgia Turner's interview in Shoutout Miami; WV Tortugas Night, and blog by travel writer Patti Morrow's Luggage and Lipstick.

Upcoming projects include the CoolCraft Summer promotion and preliminary stages of new web site.

Executive Director's Report: March and April 2022

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

MEETINGS: West Volusia Historical Society Annual Meeting, Feb. 28; River of Lakes meetings, March and April; Wed Pros, March and April; Team Volusia Annual Meeting, March 10; DSCA at Volusia County Council, March 15; SATW Twitter Webinar, March 15; "Coffee & Conversation" with hotels, March 16; Hosted FACP, March 23; POMS bi-weekly meetings; WV Legislative Luncheon, March 24; FSHP Annual Meeting in St. Augustine, March 28-29; Destinations Florida re: NTW, March 31; WV Chamber Economic Forum, April 5; DeLand Chamber State of the Region event, April 7; Heather McCormick, Associate Athletic Director at Stetson, April 11; LHA, April 13; Eggs & Issues Legislative Breakfast with Daytona Chamber, April 14; Amazing Shake at Deltona Middle School, April 19; Daytona Chamber BAH at Daytona Tortugas, April 19; and Leadership classes throughout the two months.

EVENTS: Enterprise Chili Cookoff, Mardi Gras Dog Parade and DirtCar Nationals in February; DeLand Bike Rally, March 5; Jazz in the Alley, March 8; Ribbon cutting at Twisted Chopstick, March 10; Love is Love Pride Fest, March 19; Spring to Springs Family Run, March 20; Welcome Reception for Savannah-Jane Griffin, Neighborhood Center, March 22; Wildflower Festival, March 26; Mayor's Golf Tournament, April 1; DeLand Craft Beer Festival, April 9; WIN Re-Launch, April 15.

TRAVEL: Travel Expo in the Villages, March 4; Xpos, March 27; Boomer Guide Expo, April 8.

OTHER: Marines site visit with Daytona Beach CVB; Travel writer Patti Morrow and partner Kary Kern; Rachel Covello with Outcoast.com

UP NEXT: National Travel & Tourism Week is May 1-7. WVTAA will participate in the monthly LHA Meeting on May 4 at Hard Rock Hotel and will host a Visit West Volusia Night at the Daytona Tortugas baseball game on May 6.

2022-23 Budget is due to County budget office July 18; approval at County Council meeting on Aug. 16.

General Discussion:

Ms. Elliott gave an update on the Florida Wine & Grape Growers Association's Annual Conference taking place in DeLand on June 16-18, 2022. Ms. Elliott also shared activities and events happening in Pierson.

Ms. Sullivan provided information on an upcoming program to be held at the Enterprise Museum on April 20, 2022 presented by Dr. Mayhill Fowler on Ukraine – A Deep Look Beyond the Headlines.

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 9:52 a.m.