

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, May 17, 2023**

MEETING MINUTES

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

Remote: Sara Patel

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 Browder and Greg Otte, Benedict Advertising; Nicole Thims, Hampton Inn & Suites DeLand; Jim Thorsen and Nikki Thorsen, Florida Black Bear Scenic Byway; Jon Hansen, Stetson Athletics

Call to Order: Ms. Adams 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.

Call for Public Participation: none

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

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

Discussion & Approval: Event Marketing Funding

- West Volusia Kennel Club AKC Dog Show, September 22-24, 2023

Mr. Wilson made the motion to move this item to the June agenda since the representative for the organization was not present to answer pertinent questions some of the Board had about the event and funding, seconded by Ms. Elliott and approved unanimously.

Discussion & Approval: Funding Request

- Reprint of Florida Black Bear Scenic Byway brochure and web updates

Byway Chair Mr. Thorsen gave an overview of the Florida Black Bear Scenic Byway providing highlights and attractions along the Byway. He discussed how the organization promotes and educates about the Byway, which was awarded the National Scenic Byway title in 2009 by the Federal Highway Administration. Mr. Thorsen presented their need for funds to continue their efforts promoting the Byway through print and digital media. Mr. Wilson made the motion to give \$6,000 to cover three years of collateral costs, including the West Volusia Tourism logo on print material and website and a banner ad if available, seconded by Ms. Armstrong and approved unanimously.

Presentation:

- Stetson University Athletics, Jon Hansen, Assistant Athletic Director of Sponsorship and Community Outreach

Mr. Hansen presented three sponsorship proposals for the 2023-24 agreement as the Official Travel Partner of Stetson Athletics. Ms. Turner and representatives from Benedict Advertising will review further and bring back their suggestions for opportunities moving forward for board approval. As a follow-up, Mr. Hansen will provide a geographical report for athletic students.

Benedict Advertising & Marketing Report

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

Ms. Browder gave an overview of Google Search & Display campaigns with more than 1.6 million impressions and .47% click through rate. Video Ad campaigns resulted in an average of 85% full viewing rate. Facebook continues to be the leading social source to drive traffic to the website. Website traffic from mobile devices continues to increase at 82.63% with an average page session of 2.78. Top page visits include events, home page, attractions, family activities, weddings and Blue Spring State Park. 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 525 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 April, top check-in locations were Persimmon Hollow, Hyderhead Brewery and The Blind Pig.

Public Relations covered a variety of topics including several to-do list publications, Blue Spring State Park, top campgrounds, 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: May 2023

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

MEETINGS: Three Volusia DMOs met with County Councilman Don Dempsey; meetings with Daytona Beach International Airport on celebrations for Avelo's first flights to New Haven, CT (June 22) and Wilmington, DE (June 23) and touching base with their DMOs; Daytona Beach Coffee & Connections at Dune's Brewing; SATW Zoom on Autism Travel; Alexander Island focus group Zoom; Volusia Business Resources quarterly meeting; DeLand Chamber's West Volusia State of the Region and Growth Summit; River of Lakes monthly meeting; Blue Spring State Park re: weddings; MainStreet Board and Promotions Committee meetings; Spoke to West Volusia Chamber re: Tourism Week; Coast to Coast Trail Alliance Zoom meeting; Eggs & Issues Legislative "Welcome Home" breakfast; Southeast Tourism Society Marketing College Provost nominating committee; West Volusia Historical Society board meetings; ITI Webinar on website content strategy; Lodging & Hospitality Association's Tourism Week breakfast (where Ms. Turner spoke and Ms. Spence was Park mascot Ranger Blu) and Blue Spring won best park in the Daytona Beach CVB's Visitors Choice awards.

EVENTS: Kimber Martial Arts Grand Opening (new owners); Drawing for MainStreet DeLand's Molly Monarch contest; Jeep Beach Business After Hours at One Daytona; DeLand Chamber Grand Opening and ribbon cutting at Persimmon Hollow's new Production Facility & Beer Garden; Bacon & Brew Fest in Deltona; DeLandapalooza; And the Women Gather Jazz Brunch; Wild Game Feast; Grand Opening of new DeLand Cat Café; Northwest Square Ground breaking; West Volusia Tourism night at the Daytona Tortugas game.

TRAVEL: Ms. Spence and Ms. Browder attended the Inaugural Zartico User Conference in Tampa.

OTHER: Staff is discussing a promotion with CanDo Keto Krisp to promote West Volusia Trails and CanDo's keto-friendly bars in fall 2023. WVTAA is partnering with WV Chamber for West Volusia Network at Night event at Volusia Speedway Park on June 24.

General Discussion: None

Adjourn: With no further business; Mr. Arney made a motion to adjourn, seconded by Ms. Elliott. The motion passed unanimously at 10:08 a.m.