

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, May 19, 2021**

MEETING MINUTES

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

Absent: Bryn Adams, Doug Little

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

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Greg Otte, Brenda Sidoti and Jamie Alexander, Benedict Advertising; Christina Crowley, Holiday Inn Express DeLand

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

Call for Public Participation: None

April Minutes: Mr. Arney made a motion to approve, seconded by Ms. Patel and approved unanimously.

April Financials: Ms. Patel gave the financial report. Ms. Elliott made a motion to approve, seconded by Mr. Arney and approved unanimously.

Discussion & Approval: Event Marketing Funding for West Volusia Kennel Club Annual AKC Dog Show, September 24-26, 2021 Mr. Arney made the motion to fund \$2,000, seconded by Ms. Patel and approved unanimously.

Discussion & Approval: Change July board meeting date to July 14 in order to meet County budget deadline.

Mr. Wilson made a motion to approve, seconded by Ms. Elliott and approved unanimously.

Update from Benedict Advertising:

Mr. Otte gave an overview of channels generating traffic to the website, with organic search, paid search, direct, referral and social being in the top five. Mr. Otte reported traffic to the website by device with mobile being higher in users, then desktop, followed by tablet.

Mr. Otte stated the Google Ad display campaign for CoolCraft Trail generated 33,982 impressions, 1,502 clicks resulting in a CTR of 4.42%. Google Ad search campaign for Visit West Volusia generated 21,112 impressions, 891 clicks resulting in a CTR of 4.22%.

Mr. Otte presented the top 20 city locations of visitors to the website. For social media, Facebook continues to be the highest driver to the website, followed by Instagram.

Mr. Otte reported stats from Facebook campaigns for the CoolCraft Trail, lead generation and Cracker Day.

Mr. Otte provided an update on the Enewsletter for May. There were 1,959 total opens, open rate was 14% with 161 secondary actions. Top clicks in order were Mother's Day Horse Carriage Rides, Stroll Our Streets, Cracker Day, Contact, and Craft and Vendor Artisan Alley.

Public relations included article mentions in Daytona Tortuga promotions, West Volusia Beacon, and in travel blog The Planet D.

Mr. Otte went over results from the direct mail piece targeting the senior market in Lake County/The Villages.

Executive Director's Report: May 2021

Ms. Turner reported on the successful VISIT FLORIDA Domestic travel agent and tour operator FAM Trip, April 25-26. She also did a Zoom presentation with VISIT FLORIDA for over 50 travel agents who are with Spoiled Agent in Toronto.

EVENTS: Museum of Art – DeLand's Artists in the Garden event; MainStreet DeLand's Stroll Our Streets event; Wild Game Feast; "Chicago" at Athens Theatre; West Volusia Night with Stetson University at the Daytona Tortugas game; Cracker Day at Volusia Fairgrounds; Gala Day in Cassadaga; Lake Festival in Lake Helen; Surrogate Band Pink Floyd Tribute at the Athens Theatre.

MEETINGS: Ribbon cuttings at the new Spellbound Café and Nikki's Furniture in DeLand; Jeep Beach Business After Hours with Daytona Beach and Holly Hill Chambers; State of the County at the Ocean Center; Deland Chamber's State of the Region; Volusia Hispanic Chamber's 10th Anniversary at One Daytona; West Volusia Chamber's Willows Luncheon; Unveiling of River of Lakes sign at the DeBary Sunrail Station; River of Lakes monthly meeting; MainStreet DeLand promotions committee and Board meeting; Florida Bicycle Association presentation at DeBary City Council meeting; Site visit for the International Fabric Association International Tent Expo coming to Daytona Beach and West Volusia side trips in 2022 and 2024; West Volusia Chamber's Legislative Luncheon; West Volusia Historical Society marketing and board meetings; and Lodging & Hospitality Association's National Tourism Week event where Dana Young from VISIT FLORIDA was the speaker.

SHOWS: Drive-Thru Travel Show in Brevard; Xpos Wedding show at the Brannon Center in NSB; Men's and Women's Expos at the Villages. This week Mr. Swanberg will attend the Jacksonville Senior Expo and another Drive-Thru Travel Show in Melbourne. Ms. Turner and Ms. Spence will attend the Destinations Florida Marketing Summit in St. Augustine right after this meeting.

Up next, the Orlando Foundation for Architecture tours in DeLand with the West Volusia Historical Society in and ribbon cutting at new trail in DeLeon Springs will be held on Saturday, April 22.

The Florida MainStreet Conference will be held in West Volusia in July 2022. Ms. Turner will attend this year's conference in New Port Richey July 21-24 to check out the logistics.

General Discussion:

Ms. Elliott announced that Sunny Sands in Pierson has been purchased with \$2 million being invested, and that a bar, gift shop and Brazilian Steak House are being added to the property.

Ms. Elliott mentioned the Florida Wine & Grape Growers Association will be coming back to DeLand for their annual conference in 2022, either in January or June.

Ms. Sullivan mentioned the Central Florida Zoo will be sponsoring a River of Lakes panel on the bike trail near Osteen. Also, the Central Florida Zoo has offered property they own along the bike trail on Lake Monroe be used for additional signage to be sponsored for 20 years.

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 9:59 a.m.