

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, June 21, 2023**

MEETING MINUTES

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

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; Brenna Dacks, Visit Florida; Stephanie Kingery, Steph K. Photography; Olivia King, Sisters Build Network

Call to Order: Ms. Adams called the meeting to order at 9:02 a.m.

Call for Public Participation: Ms. Turner told the group that board member Pete Arney has taken a position as General Manager of the Holiday Inn Express in Tavares and will step off the board. Nicole Thims, General Manager at the Hampton Inn & Suites DeLand has already completed the paperwork to apply for his seat, and the County will let us know when her appointment will be on the County Council agenda.

She also introduced Olivia King as WVTTA's Sisters Build Network Local Legends intern during the month of June as well as Steph Kingery who has provided the photography for both CoolCraft Summers and CoolCraft Christmas.

May 2023 Board Minutes: Ms. Haught made a motion to approve as presented, seconded by Ms. Patel and approved unanimously.

May 2023 Financials: Ms. Patel gave the financial report. Mr. Wilson made a motion to approve as presented, seconded by Ms. Elliott 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 table this item until a representative for the organization can be present at a future meeting, seconded by Ms. Elliott and approved unanimously.

Discussion & Approval: Funding Request for Stetson University Athletics

Ms. Elliott made the motion to approve the Stetson University Athletics Partnership Agreement in the amount of \$10,000.00 effective July 1, 2023 – June 30, 2024, seconded by Mr. Wilson and approved unanimously.

Discussion & Approval: Funding Request for Volusia Speedway Park

Ms. Patel made the motion to approve the Volusia Speedway Partnership Agreement in the amount of \$10,000.00 effective July 1, 2023 – June 30, 2024, seconded by Mr. Wilson and approved unanimously.

Benedict Advertising & Marketing Report

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

Ms. Browder gave an overview of Google Search & Display campaigns. Video Ad campaigns resulted in an average of 80% full viewing rate. Facebook continues to be the leading social source to drive traffic to the website. New website launched in mid-May. Top page visits include home page, attractions, weddings, events and Blue Spring State Park. Top five cities for Google visitor locations were Orlando, Miami, Atlanta, Tampa and DeLand.

Ms. Browder reported on Facebook and Pinterest ads and campaign results. Leads from Facebook ads for newsletter sign ups continue to remain strong with 485 leads. The open rate for the newsletter continues to produce above industry standards delivering to 11,652 who opted in to receive information.

Ms. Browder gave an update on the progress of the Bandwango the CoolCraft Beverage Trail mobile pass. In May, top check-in location was Persimmon Hollow.

Public Relations coverage included summer activities for kids, Spanish publications, manatees and Blue Spring State Park. Ms. Browder mentioned upcoming projects to include a Zartico update, CoolCraft Summer and GA4 updated report metrics.

Executive Director's Report: June 2023

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

MEETINGS: Ad Fed/FPRA joint meeting; MainStreet DeLand Promotions meeting; West Volusia Chamber AM Connection honoring Joe Hearn; West Volusia Historical Society Lunch n' Learn re: Northwest Square; VISIT FLORIDA Marketing Council meeting; Destinations Florida Marketing Summit in Kissimmee; River of Lakes monthly meeting; Volusia County Council meeting in support of Cultural Arts; Karl Kalonka re: Crappie Machine TV show; Lodging & Hospitality Meeting; West Volusia Historical Society Board Meeting and the dedication of the newly-renovated Bert Fish Room at DeLand Memorial Hospital; lunch with Brandon Little of Daytona CVB and Liese Abili from Florida Sports Foundation (who lives in Deltona); lunch with Sean Belgrade at Daytona International Speedway about speedway exposure in West Volusia; Met with Melvyn Record and Anthony Tate re: 2023-24 budget and June 24 West Volusia Network Night at the Volusia Speedway Park; Deltona City Official Meet & Greet; farewell dinner with Pete Arney.

EVENTS: Sunrail Station ground breaking; Murder Mystery at The Table; Surrogate Band at Athens Theatre; MainStreet DeLand's Ice Cream Walk; Volusia Chambers' Mega Mixer; Volusia Vibe; Small Business Development Program, Inc. Celebration of Business Event.

TRAVEL: 2nd year of Southeast Tourism Society Marketing College for Mr. Swanberg.

OTHER: Outcoast Magazine filmed in area; VISIT FLORIDA German tour operator group visited with Daytona Beach CVB; Travel writers Jujuna from Brazil (with VISIT FLORIDA); Andreza Trivillin from Orlando and Bob Epstein from Crossville, TN. Ms. Turner was also a guest on Volusia Today re: West Volusia trails.

The new web site is gaining momentum. WVTAA has had 49 Visitor Guide requests since it launched last month.

The CoolCraft Summer beverage competition starts Friday, June 23 which is Pink Flamingo Day. Mr. Swanberg showed the web site he developed, and told the Board that there are about 20 alcoholic and non-alcoholic drinks which will compete for the "People's Choice" by vote on the site. Flamingo Magazine staff will serve as judges in July.

General Discussion: None

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Elliott. The motion passed unanimously at 9:45 a.m.