

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, July 12, 2023**

MEETING MINUTES

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

Remote: Jen Armstrong

Staff: Georgia Carter Turner, Executive Director; David Swanberg, Marketing Coordinator

Also Present: Maureen Sikora, Volusia County Assistant County Attorney; Michael Benedict, Brenda Sidoti, Jamie Browder and Greg Otte, Benedict Advertising; Nicole Thims, Hampton Inn & Suites DeLand

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

Mr. Wilson made a motion to approve that Ms. Armstrong 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 Ms. Patel and approved unanimously.

Call for Public Participation: Mr. Wilson introduced Rocky Adrianson, a past WVTAA board member.

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

June 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: 2023-24 Fiscal Budget & Marketing Plan

Ms. Turner went over the budget and marketing plan for 2023-24 which she will present to the Volusia County Council on August 15, 2023. Mr. Wilson made a motion to approve as presented, seconded by Ms. Haught and approved unanimously.

Benedict Advertising & Marketing Report

Mr. Benedict presented the theme for new marketing campaign. Mr. Otte discussed the advertising opportunities for the new campaign. Ms. Browder discussed how the new campaigns will work well with Artificial Intelligence and automated technologies.

Executive Director's Report: July 2023.

Ms. Turner stated the majority of the time since the last board meeting has been finalizing the budget and marketing plan, but it has been a busy couple of weeks.

Ms. Turner presented an overview of recent events and meetings:

EVENTS: Launched the CoolCraft Summer Beverage Competition June 23 and since then Marketing Coordinator David Swanberg has been taking our Flamingo mascot "Dougie" out and about doing reels and other promotions (which he played for the Board). WVTAA has had more than 60 signups for Bandwango and more than 200 votes since the contest began. Flamingo Magazine will be here later this month to judge the top vote-getters. Staff also attended the press conference and celebration for the first Avelo flight coming in from New Haven, CT on June 22.

On Sunday, July 16, Ms. Turner welcomed the ST479 Tiger back to DeLand. The tugboat has been in Astor for the last couple of months. Lots of good local publicity on her return, but no word on where she'll end up.

MEETINGS: West Volusia Chamber Legislative Luncheon; Brian Hunter and Donnie McCormick re: Berkeley LaBaw Memorial Fishing Tournament; Venue 142 Ribbon Cutting; Intern Olivia King hosted other members of the Local Legends on a tour of the Visitor Center; MSDA Promotions Meetings; Grand Opening of Kinks, Coils & Waves in Conrad building; met with J.T. Thompson and Michael Solari on Stetson Mansion Christmas co-op; Met with Blake Jackson re: National Crappie Tournaments; Happy Place AI concept; Florida Black Bear meeting in Barberville.

General Discussion:

Ms. Sikora mentioned there are vacancies available on Volusia County Cultural Council and other advisory boards; that the Volusia County Historic Courthouse is available as a venue space through a permit process; and one of the Volusia County Council Members is interested in building a sports venue in West Volusia.

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 10:07 a.m.