

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, July 14, 2021**

MEETING MINUTES

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

Remote: Doug Little, Cindy Sullivan

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

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

Call to Order: Mr. Wilson called the meeting to order at 8:59 a.m.

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

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

Call for Public Participation: None

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

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

Discussion and Approval for 2021-22 Fiscal Year Budget & Marketing Plan: Ms. Turner gave an overview of the report that will be presented to the county council for budget approval on August 17, 2021. Ms. Elliott made a motion to approve the marketing plan and budget as presented, seconded by Ms. Patel and approved unanimously.

Discussion and Approval for RFP Marketing & Advertising Service 2021-24: Ms. Turner explained that the marketing and advertising agreement with Benedict Advertising expires on October 20, 2021, therefore according to county policy an RFP (Request For Proposal) or RFQ (Request For Qualification) will need to be completed to bid for prospective marketing and advertising services. Ms. Coleman explained legalities and discussed the process of submitting a formal proposal for bids. Mr. Little made a motion for Ms. Turner to work with the county to produce a RFQ for a five-year agreement with five one-year renewals for services related to marketing and advertising, seconded by Ms. Elliott and approved unanimously.

Update from Benedict Advertising:

Mr. Otte gave an overview of the Google Ads campaign for the CoolCraft Beverage Trail which generated 51,301 impressions, 1,543 clicks resulting in a CTR of 3.01%. Mr. Otte also reported the Google Ad search campaign for Visit West Volusia generated 29,659 impressions, 1,332 clicks resulting in a CTR of 4.49%

Mr. Otte gave an overview of channels generating traffic to the website, along with the top 20 city locations of visitors to the website. He stated website traffic coming by mobile device continues to be the higher user, followed by desktop and

tablet. Mr. Otte also mentioned Facebook continues to be the highest driver to the website for social media.

Mr. Otte provided an update on the Enewsletter for July. There were 2,137 total opens, open rate was 16.3% with 51 secondary actions. Top clicks in order were Independence Day events, Comedy at Dreka Theater and Jazz on the Alley.

Public relations included activity from several bloggers including Solo Travel Girl and Travelling Foodie.

Executive Director's Report: July 2021.

Ms. Turner told the board the majority of her time has been spent on preparing the budget and marketing plan for 2021-22; and that the next step is to meet with the county manager and staff on August 4 and then go before the county council on August 17.

MEETINGS: I was a speaker at West Volusia Chamber AM Connection; I've also been attending Anti-Bias training sponsored by the Society of American Travel Writers; met with Bob Hilton at Orange City RV Resort about possible co-ops; met with Sue and Pierson Councilwoman Sergia Cardenas and Big Dog about Sunny Sands and other happenings in Pierson; Kristine attended WV Historical Society meetings.

SHOWS: Ms. Turner said Mr. Swanberg attended the I Said Yes! Wedding Show in Orlando; and this week he's in Jacksonville at a Senior Expo.

OTHER: I was a guest on Big John radio show and realtor Allen Thompson's Facebook Live regarding July events; good response to Benedict's wedding news release in Hometown News, DB News-Journal and the Beacon. We also hosted travel writer Cheryl Rodewig from Riverview, FL who writes for publications like USA Today GoEscape, AARP and the AJC. Sadly, Robin Lennon who owns the Spring Garden Vineyard in DeLeon Spring passed away earlier this month. Also hate to see Suzanne Akley leave the Hampton Inn – DeLand to go work at a Home2Suites next to the Patriots Stadium! Her replacement Kim Klafter started this week and will come to a future Board meeting to meet everyone. Last but not least, next week I'm attending the Florida Main Street conference in Port St. Richey to see how it works since we'll be hosting in July 2022! FL Main Street staff will be here for a site visit in late August.

General Discussion:

Adjourn: With no further business; Mr. Little made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 9:55 a.m.