

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, September 20, 2023**

MEETING MINUTES

Present: Bryn Adams, Sara Patel, Jen Armstrong, Karen Haught, Nicole Thims

Remote: Dave Wilson

Absent: Sue Elliott

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

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Brenda Sidoti, Jamie Browder and Greg Otte, Benedict Advertising; and David Raihl, Spyder Rider Club

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

Call for Public Participation: Ms. Turner welcomed and introduced David Raihl with the Spyder Rider Club.

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

August 2023 Financials: Ms. Patel gave the financial report. Ms. Haught made a motion to approve as presented, seconded by Ms. Armstrong and approved unanimously.

Discussion & Approval: Event Marketing Fund

- Fall Spyder, Bike & Trike Fest, November 2-5, 2023

Mr. Raihl presented an overview of the Fall Spyder, Bike & Trike Fest and the charity organization Road Warrior Foundation which benefits from the event. Ms. Patel made a motion to fund \$2,500 for the event, seconded by Ms. Thims and approved unanimously.

Benedict Advertising & Marketing Report

Mr. Otte presented an update on digital campaigns, website analytics, social media results and public relations for August 2023. Google Search & Display ad campaigns totaled 359,125 impressions, 7,727 clicks = 2.15% click through rate. The average view rate for video ads = 61.56%. Total website users were 16,893, and top pages are attractions, outdoor activities and calendar of events.

Mr. Otte reported on Facebook and Pinterest insights. Facebook lead generation for newsletter sign ups climbed to 769. Pinterest ads continue to do well. The open rate for the September newsletter was 33.51%.

Public Relations included coverage on Blue Spring State Park, Hotel Cassadaga and the CoolCraft Trail Summer Beverage Competition.

Executive Director's Report August-September 2023.

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

EVENTS: Daytona Beach Chamber's Elevate event; Festival of Art poster reveal; DeLeon Dash 5K; Best of Sanford event; Tampa Bay Women's Expo.

MEETINGS: FPRA at DBIA; met with Ian Carrey, new owner of DeLand Hotel; Daytona Beach CVB's Coffee & Conversation;

Rachel Covello re: Outcoast Magazine future visits; spoke to DeLand Rotaract; ACED Architectural Symposium meeting; Avelo re: CoolCraft Beverage Competition ticket giveaway; West Volusia hotelier happy hour; met with new County Communications Director Michael Ryan; PIN call; Level Up Content Zoom; SATW Eastern Chapter Zoom; State of American Traveler Zoom; River of Lakes monthly meeting; met with Carlee McKinney, new Special Events Coordinator with three West Volusia state parks; WedPros at De La Vega; met with Raychel Cesaro from WUCF with MainStreet DeLand; Trolley hype video for Stetson Homecoming; Daytona Beach Chamber BAH; DeLand Chamber BAH at Central 28.

OTHER: As a part chair of the Southeast Tourism Society, Ms. Turner served on the nominating committee for the STS Board. She will also be a guest at the 40th Annual Meeting in Jackson, MS, September 25-28.

Ms. Turner extended an invite to the Board for the CoolCraft Summer Beverage Competition award ceremony and CoolCraft Christmas theme reveal on Monday, October 2, at 2 pm at the Athens Theatre.

Ms. Turner also announced that Marketing Coordinator David Swanberg was recognized as the Outstanding Employee of the Year (non-hotel) by the Lodging & Hospitality Association of Volusia County at their annual meeting last week.

General Discussion:

None

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Ms. Haught. The motion passed unanimously at 9:41 a.m.