

**West Volusia Tourism Advertising
Authority Advisory Board Meeting Minutes
Wednesday, September 21, 2022**

MEETING MINUTES

Present: Doug Little, Cindy Sullivan, Sara Patel, Pete Arney, Sue Elliott, Bryn Adams

Remote: Dave Wilson

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

Also Present: Andrea Kerr, Volusia County Assistant County Attorney; Bob Davis, Lodging & Hospitality Assn. of Volusia County; Greg Otte, Brenda Sidoti, Jamie Alexander and Sasha Staton, Benedict Advertising; Doma Andreka and Shalom Confessor, Aero Showcase; Erick Nielsen and Mandi Leabee, Barberville Pioneer Settlement; Stacy Sinsabaugh, Central Florida Legends; Shea Sizemore, Courtyard Marriott DeLand; Stephanie Mullins, MainStreet DeLand Assn.

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

Mr. Arney made a motion to approve that Mr. Wilson 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.

Call for Public Participation: Bob Davis with the Lodging & Hospitality Assn. of Volusia County spoke about the adopt-a-school program spearheaded by the LHA. In the past four years, 57 schools have received assistance from local hoteliers. He also announced "Principal for a Day" is on November 3, 2022 in Volusia County. This is when local business professionals can volunteer to spend a day with a school principal.

August Minutes: Not included in packet. Tabled until the next board meeting on October 19, 2022.

August Financials: Ms. Patel gave the financial report. Ms. Elliott made a motion to approve August 2022 financials, seconded by Ms. Sullivan and approved unanimously.

Discussion & Approval: Event Marketing Funding

- **Aero Showcase, October 21-22, 2022**

Mr. Doma Andreka presented on behalf of the event requesting \$2,500 to support advertising, direct mail and publicity. Ms. Sullivan made a motion to approve \$2,500 for the Aero Showcase, seconded by Ms. Adams and approved unanimously.

- **Florida International Musical Saw Festival, October 22, 2022**

Mr. Erick Nielsen with the Pioneer Settlement presented on behalf of the event requesting \$1,000 for advertising support. Ms. Sullivan made a motion to approve \$1,000 for the Florida International Musical Saw Festival, seconded by Mr. Arney and approved unanimously.

- **46th Annual Fall Country Jamboree, November 5-6, 2022**

Mr. Erick Nielsen with the Pioneer Settlement presented on behalf of the event requesting \$2,000 for advertising support. Mr. Arney made a motion to approve \$2,525 to be paid directly to Flager Broadcasting for advertising the 46th Annual Fall Country Jamboree, seconded by Ms. Sullivan and approved unanimously.

- **Central Florida Legends Marathon, Half Marathon & 5K, November 20, 2022**

Ms. Stacy Sinsabaugh with Central Florida Legends presented on behalf of the event requesting \$2,000 towards advertising the event. Ms. Sullivan made a motion to approve \$2,000, seconded by Ms. Patel. Vote passed, with Mr. Pete Arney recusing himself.

Benedict Advertising & Marketing Report

Ms. Alexander presented an update on digital campaigns, public relations and upcoming projects. Ms. Alexander gave an overview of the Google Search and display ads for August as well as video ads on YouTube. Facebook continues to be the leading social source to drive traffic to the website. Top locations for website visitors out of the West Volusia area in Florida are consistently Orlando, Miami, Tampa and Jacksonville. Outside of Florida, New York City and Atlanta remained at the top of the list for website visitors in August.

Ms. Alexander showed examples of recent Facebook ads and campaign results. Facebook now has total page likes of 19,020. The open rate for the September consumer newsletter had an open rate of 24.24% up 5.25% from August. Top clicks were Pioneer Settlement Labor Day Open House, Orange City Country and Bluegrass Festival, DeLand Craft Show and the West Volusia Kennel Club Dog Show.

Ms. Alexander gave an update on the progress of the Bandwango CoolCraft Beverage Trail mobile pass which included 314 lifetime signups. Top check-in locations for August included Odd Elixir Meadworks & Abbey Bar, Persimmon Hollow Brewing Co. and Trilogy Coffee.

Public Relations included coverage by Conde Nast Traveler, Game and Fish Magazine, The Capturing Couple, MSN, Travel Writer-Lucy Tobias, and The West Volusia Beacon, East Bay Times, The Mercury News and Orlando Date Night Guide.

Ms. Alexander reported there will be campaigns added to Pinterest, website development continues and will be working on fall and holiday campaigns.

Executive Director's Report: September 2022

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

MEETINGS: VISIT FLORIDA Marketing Plan/Skift Webinar and the VISIT FLORIDA Marketing Council meeting; Wings discussion with Orange City; Ad co-op meeting with Stetson Mansion; Southeast Tourism Society salary webinar; Southeast Community Development Institute meeting; Society of American Travel Writers (SATW) Eastern Chapter meeting; Florida Governor's Conference on Tourism in Boca Raton; MainStreet DeLand Board Meeting and Promotions Committee; West Volusia Historical Society meetings; Florida Black Bear Scenic Byway meeting; Lodging & Hospitality annual Employee Appreciation luncheon; PIN meeting; Stetson University Economic Development "Mixer;" Florida Outdoor Writers annual meeting and media marketplace in Crystal River.

RIBBON CUTTINGS: Tropical Resort reopening; Spot fitness app; new hiking trail at Chuck Lennon Park in DeLeon Springs; 101 Paws & Claws; Amanda Agnew's State Farm office in downtown DeLand.

EVENTS: WedPros at Shores Resort & Spa; Fall Festival of the Arts Poster Unveiling.

OTHER:

- Ms. Tuner was the guest speaker at the River of Lakes monthly meeting and was presented with the Florida Scenic Highway's Garry Balough Inspiring Excellence award.
- WVTAA staff had a "farewell pancake breakfast" at the Old Spanish Sugar Mill. The new concessionaire Guest Services will open the restaurant again in October.
- WVTAA announced the winners of the CoolCraft Summer Beverage Competition at Jazz on the Alley on September 20. The winner in the alcoholic division was the Red Sangria at NEST. The winner in the non-alcoholic division was "Summer Peach Tea Spritzer" at Centro Tea Co. Trophies were provided for the winners and framed photos of the beverages will be distributed to all of the participants.

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 10:00 a.m.