

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, October 18, 2023**

MEETING MINUTES

Present: Bryn Adams, Jen Armstrong, Karen Haught, Nicole Thims, Sue Elliott

Remote: Sara Patel, Dave Wilson

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; Anthony Tate, Volusia Speedway Park

Call to Order: Ms. Adams called the meeting to order at 9:04 a.m.

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

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

Call for Public Participation: Ms. Turner welcomed Anthony Tate with Volusia Speedway Park and he gave an update on the upcoming Winter season.

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

September 2023 Financials: Ms. Turner gave the financial report. She reported that the County will be forwarding a distribution of \$99,266.49. This amount represents the remaining distributable amount for the 2023 budget. Collections during September 2023 (for the August 2023 taxable rentals) were \$136,132.89. The remaining balance of \$38,867.40 along with the collections for the month of September will be distributed after County Council approval. She also told the Board that the audit is set for the first week of November. Ms. Elliott made a motion to approve as presented, seconded by Ms. Armstrong and approved unanimously.

Benedict Advertising & Marketing Report

Ms. Browder presented an update on digital campaigns, website analytics, social media results and public relations for September 2023. Google Search & Display ad campaigns totaled 646,378 impressions, 10,424 clicks equals 1.61% click through rate. The average view rate for video ads is 64.62%. Total website users were 9,336, and top pages were attractions, arts and history, calendar of events and outdoor activities.

Ms. Browder reported on Facebook and Pinterest insights. Facebook lead generation for newsletter sign ups were 115. Pinterest ads continue to do well with a 3.23% click through rate. The open rate for the October newsletter remained consistent at 32.09%.

Public Relations included coverage on Blue Spring State Park, Cassadaga and Stetson University.

Executive Director's Report SEPTEMBER/OCTOBER 2023

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

EVENTS: DeLand Chamber Volusia Vibe at Abbey; CoolCraft winners revealed at Athens Theatre; Local Legends Meet & Greet/recognition at DeLand City Commission meeting; "Misery" at Athens Theatre; Xpos Bridal Show at Daytona Shores & Spa; .5K Pub Crawl; Drag Turnabout with DeLand Pride; Historic Oakdale Cemetery Walk; Parva Ribbon cutting; Great Fire Talk at WV Historical Society.

MEETINGS: Southeast Tourism 40th Anniversary/Connections in Jackson, MS; River of Lakes monthly meeting; Holly Giles, Be Floridian Now; Christie Miller at Lyonia Environmental Center; Chamber Alliance planning for Mega Mingle in November; Tim Baylie re: Trails Update; several meetings with Zartico; several meetings re: new coloring book with Bibi LeBlanc; Daytona CVB's Tourism Partner Day; How to do Florida revival; Hunden Partners at Gemini Springs re: future Sports complex; Florida Black Bear Scenic Byway monthly meeting; Destinations Florida Annual Meeting in New Smyrna Beach; David Belden with WestVolusiaConnection.com; Debra Lemons from Orlando Architects re: Architectural Symposium in March; West Volusia Historical Society board and committee meetings; AAF Daytona luncheon on audio intelligence.

OTHER: Hosted travel blogger Julie Gazdec; interview on area tourism for My Deltona magazine.

General Discussion:

Ms. Elliott provide an update on the Florida Wine and Grape Growers Association annual meeting that will be held in DeLand on January 12-13, 2024.

Adjourn: With no further business; Ms. Armstrong made a motion to adjourn, seconded by Ms. Elliott. The motion passed unanimously at 9:43 a.m.