

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, November 15, 2023**

MEETING MINUTES

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

Absent: Dave Wilson

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

Also Present: Maureen Sikora, Volusia County Assistant County Attorney; Brenda Sidoti, Jamie Browder and Greg Otte, Benedict Advertising

Call to Order: Ms. Adams called the meeting to order at 9:03 a.m.

Call for Public Participation: Ms. Turner welcomed Assistant County Attorney Maureen Sikora, who was sitting in for Laura Coleman, to the meeting. She also announced that Heather Wallace would be the new attorney overseeing the WVTAA in the future.

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

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

Discussion & Approval: New Event Marketing Partnership Program Application

Mr. Otte proposed a new application process for organizations to complete when requesting promotional and advertising support for events directly impacting visitor stays and activities in West Volusia County. He outlined three marketing-level options that will be available depending on the information submitted by the applicants. Ms. Patel made a motion to approve the new event marketing partnership program application, 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 October 2023. Google Search & Display ad campaigns totaled 841,887 impressions, 13,287 clicks, avg cost per click \$1.05, with a 1.58% click through rate. The average view rate for video ads is 62.26%. Total website users were 12,996, and top pages were attractions, arts and history, calendar of events and the CoolCraft Trail. Atlanta and New Haven appeared in the top ten visitor locations.

Ms. Browder reported on Facebook and Pinterest insights. Facebook lead generation for newsletter sign ups more than tripled at 382. The pin for Outdoor Activities ad generated the most engagement. The open rate for the October newsletter remained consistent at 31.51%. The database for newsletter is at 14,000 +

Public Relations included coverage on Stetson Mansion, Blue Spring State Park, Cassadaga and the CoolCraft Trail.

Executive Director's Report OCTOBER/NOVEMBER 2023

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

EVENTS: "Rocky Horror Picture Show" at Athens; Team Volusia at Athens; DeLand Chamber Wellness Awards; Trunk or

Treat at Blue Spring State Park; Monsters on Main Street; Stetson Mansion opening day (nominated again for USA Today 10Best Holiday Decorated Homes); DeLeon Springs Water Celebration; Autumn in the Oaks Festival; Aero Showcase at DeLand Airport; Fall Jamboree in Barberville; Swine Show at Volusia County Fair; Principal for a Day at Blue Lake Elementary; Veteran's Day Ceremony at Bill Dreggors Park; Veteran's Day Parade in DeLand; West Volusia Chamber/WVTAA Network at Night at Volusia Speedway Park; DeLand Chamber BAH at Salted Goat; Stetson Homecoming; Central 28 Monster Mash & Dash; Legacy's Fall Harvest Event.

MEETINGS: Working on new Coloring Book with Bibi LeBlanc; Meeting with Zartico (Paula Vann is coming to January Board Meeting); Volusia County Delegation; MSDA Board meeting; River of Lakes monthly meeting; Russ Brancato with Southern Stone Communications; Amy Moon with Travelhost; Mike Sandler with Daytona Tortugas; FPRA Media Day; Fall Festival of the Arts; West Volusia Historical Society board and marketing meetings.

TRAVEL: Travel Show at Villages; Tampa Bay Senior Expo; I-75 Welcome Center Expo

OTHER: Guest on Volusia Today radio show re: Biketoberfest; City of DeLand podcast with Chris Graham; hosted outdoor writer John Felsher; Christian Byfield, influencer from Colombia; and Suzanne Olaybal, influencer from California.

General Discussion: None

Adjourn: With no further business; Ms. Elliott made a motion to adjourn, seconded by Ms. Armstrong. The motion passed unanimously at 9:42 a.m.