

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, November 16, 2022**

**MEETING MINUTES**

**Present:** Doug Little, Cindy Sullivan, Dave Wilson, Sara Patel, Sue Elliott, Bryn Adams

**Absent:** Pete Arney

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

**Also Present:** Laura Coleman, Volusia County Assistant County Attorney; Brenda Sidoti and Jamie Alexander, Benedict Advertising

**Call to Order:** Mr. Little called the meeting to order at 9:03 a.m.

**Call for Public Participation:** none

**October 2022 Board Minutes:** Ms. Patel made a motion to approve as presented, seconded by Mr. Wilson and approved unanimously.

**October 2022 Financials:** Ms. Patel gave the financial report. Ms. Elliott made a motion to approve as presented, seconded by Ms. Adams and approved unanimously.

**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 October as well as video ads on YouTube. Facebook continues to be the leading social source to drive traffic to the website, followed by Instagram and Pinterest. Website traffic totaled 8,442 visits. Top locations for website visitors out of the West Volusia area in Florida are consistently Orlando, Miami, Tampa and Jacksonville. Outside of Florida, Atlanta remained at the top of the list for website visitors in October.

Ms. Alexander showed examples of recent Facebook ads and campaign results. The campaign for newsletter generation captured 246 leads for October. Total page likes for Facebook is 19,108, and 2,166 followers on Instagram. New ad examples for Pinterest were presented. The open rate for the November consumer newsletter was 32.5% with 378 total clicks. Top clicks were Volusia County Fair, Autumn in the Oaks, Art, Music and Crafts Festival, and 22<sup>nd</sup> Annual DeLand Original Music Festival.

Ms. Alexander gave an update on the progress of the Bandwango CoolCraft Beverage Trail mobile pass which includes 332 lifetime signups. Top check-in locations for October included Hyderhead Brewery and Persimmon Hollow Brewing.

Public Relations included articles on Cassadaga Spiritualist Camp, CoolCraft Beverage Trail and mentions on Blue Spring State Park and DeLeon Spring State Park.

**Executive Director's Report:** November 2022

Ms. Turner reported that much time was spent preparing for the 2021-22 audit the week of October 31 as well as corresponding with partners about Hurricanes Ian and Nicole.

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

**MEETINGS:** Ms. Turner spoke to DeLand Breakfast Rotary. Meetings attended included Embark meeting with Zartico; ITI Digital; new Black Heritage Trail; Travel Media Meetup in New Smyrna Beach; Daytona Beach Partner Day; monthly ROL and LHA meetings; lunch with new Sales Manager at Courtyard by Marriott, Christine Forrest.

EVENTS: Attended Aero Showcase; International Musical Saw Festival; grand opening of Neighborhood Center Thrift Store new location; Willows luncheon; AARP Beer Tasting; Daytona Beach Chamber's Political Hob Nob; Volusia Business Resource "Meet the Pros" presentation; Monsters on MainStreet; Stetson Mansion Tour; Autumn in the Oaks; Friends of Blue Spring State Park meeting; Fall Country Jamboree at Barberville Pioneer Settlement; "Steel Magnolias" at Shoestring Theatre; West Volusia Historical Society Tour of Homes reception; Mayor Bob Apgar's Retirement Party; Tampa Senior Expo; RV Show in Tampa; DeLand Chamber's Wellness Expo; Homecoming and Veteran's Day parades; "Rocky Horror" at the Athens Theatre; welcome reception at the new location of Wise Axe in downtown DeLand.

OTHER: Worked on Evolve Magazine special West Volusia issue for Fall 2022. Stetson Mansion has once again been nominated in USA Today's 10 Best contest for Best Decorated Holiday Home Tour. Staff has sent out so many Visitors Guide they had to be reprinted.

**General Discussion:**

Ms. Sullivan asked about the usage of lodging tax. Ms. Coleman explained the difference between the Tourist Development Tax (TDT) and the Convention Development Tax (CDT).

**Adjourn:** With no further business; Ms. Sullivan made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 10:06 a.m.