

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, November 17, 2021**

MEETING MINUTES

Present: Cindy Sullivan, Sara Patel, Susan Elliott, Pete Arney, Dave Wilson, Bryn Adams

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

Absent: Doug Little

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Brenda Sidoti, Jamie Alexander, and Greg Otte, Benedict Advertising; Christina Crowley, Holiday Inn Express DeLand

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

Call for Public Participation: None

October Minutes: Mr. Wilson made a motion to approve, seconded by Ms. Patel and approved unanimously.

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

Presentation:

Laura Coleman, Volusia County Assistant County Attorney gave the annual overview on the Florida Sunshine Law.

Benedict Advertising & Marketing Report

Ms. Alexander gave an overview of the Google Search & Display, stating that the grand total of impressions for the CoolCraft Beverage Trail, West Volusia Search, What's Up in West Volusia and CoolCraft Video campaigns was 147,509. In October, there was a total of 6,187 sessions, 4,398 clicks for a CPC of \$1.34 and CTR of 2.98%. Facebook is the leading Google Search social source with 516 sessions. A traffic overview of the website showed paid search brought 1,282 users, with organic search at 1,177 users. Mobile continues to dominate traffic by device, with 3,682 users, an increase of nearly 1,300 from last month.

Top website visitor locations are Orlando, with 844 visitors, Miami with 292 visitors and Tampa with 185 visitors. She showed examples of recent Facebook ads. Total Facebook page reach was 216,477, and the total reach for Instagram was 38,582. The November consumer newsletter had a 19.99% open rate. In her public relations update, Ms. Alexander said Cassadaga received a lot of press coverage around Halloween. On the horizon: Bandwango completion and launch; AARP ad, RVers Guide ad, and Florida RV SuperShow ad.

Executive Director's Report: November 2021

Ms. Turner told the Board that there has been a lot going on since the last meeting.

MEETINGS: Spoke to DeBary Citizens Academy; Working with DeLand MainStreet on plans for the Preservation on Main Street meeting in July 2022; Met with Team Volusia and City of DeLand regarding consolidating resources like photos and video; Attended FPRA meeting where Deric Feacher, new Daytona Beach City Manager was speaker; Attended DeLand Chamber Volusia Vibe at Elusive Grape; Joint Chamber Ribbon Cutting at Rupp Realty; "Q" Breakfast at Daytona Beach Intl. Airport (quarterly county economic development update); Black Bear and ROL meetings; toured Gillespie Museum at Stetson; met with airport staff and CVBs; Office Octane at new location, Dreka Theatre in DeLand; Daytona Beach Chamber Biz After Hours; weekly West Volusia Chamber AM Connection and Promotions Committee; monthly West

Volusia Historical Society board meeting; MainStreet Building Your Business group.

EVENTS: Stetson Mansion opened on Nov. 1 and staff toured the first day. They've had good crowds opening 2 weeks early. They've also been nominated by USA Today's 10Best for best holiday decorated home. They are currently #2 after Graceland. Voting continues until Dec. 7. Other events included: Neighborhood Center's Robed in Love; .5 K Marathon in DeLand; I said yes luncheon in Daytona Beach; Tampa Bay Times Senior Expo in St. Pete; "Young Frankenstein" musical at Shoestring Theatre; Monsters on Main Street Halloween Event; Backpack Buddies Halloween event; DeLand High School homecoming parade; West Volusia Chamber's HALO Awards; Veterans Day Ceremony in DeLand; Ladies Taking Liberty original stageplay at Athens Theatre; Fall Jamboree at Barberville Pioneer Settlement; Market Swine Show at Volusia County Fair; Veterans Day Parade in DeLand; Information Booth at the Sport Aviation Showcase; Fish Fry at Highland Park Fish Camp; Rotaract Cornhole Tournament. Today Marketing Coordinator David Swanberg is at the Senior Expo in Jacksonville.

OTHER: Hosted Blogger Amy Gilbride a.k.a. The Florida Travel Girl. She has done several social media posts and a great blog on her website.

Lastly, Ms. Turner told the Board that staff has been working on the annual audit with James Moore. They hope to present the results at the December meeting. She also said the January meeting will need to be changed or canceled because the annual Tourism Day in Tallahassee falls on the same day.

General Discussion:

Ms. Sullivan announced that Maggie Ardito with the St. Johns River-to-Sea Loop won the Halo award presented by the West Volusia Regional Chamber for Best Community Improvement Plan. The Enterprise Museum and WVTAA Artist-In-Residence Erica Group were both nominees in the Culture & Arts category.

Ms. Elliott shared that the Lady Cats Volleyball team from Taylor High School in Pierson are in the State Finals.

Adjourn: With no further business; Mr. Arney made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 10:08 a.m.