

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, December 15, 2021**

**MEETING MINUTES**

**Present:** Doug Little, Cindy Sullivan, Sara Patel, Susan Elliott, Pete Arney, Dave Wilson

**Remote:** Bryn Adams

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

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

**Call to Order:** Mr. Little called the meeting to order at 9:01 a.m.

Mr. Arney made a motion to approve that Ms. Adams has a concern and the Board agrees that it is an exceptional circumstance and that she be allowed to participate and vote remotely today, seconded by Ms. Patel and approved unanimously.

**Call for Public Participation:** None

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

**November Financials:** Ms. Patel gave the financial report. Mr. Wilson made a motion to approve, seconded by Ms. Elliott and approved unanimously.

**401-K for Staff:** Ms. Sullivan made a motion to authorize Ms. Turner to move forward in setting up a 401-K for herself, Ms. Spence and Mr. Swanberg and allowing her to sign the documentation forms to do so. Seconded by Ms. Elliott and approved unanimously. Vesting terms will be determined at a later date when more information is provided.

**Presentation:** 2020-21 Audit Report by James Moore CPA & Consultants.

Zach Chalifour, CPA presented the highlights of the FY2020-21 audit with no findings to report.

**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 124,972. In November, there was a total of 4,819 sessions, 3,566 clicks for a CPC of \$1.38 and CTR of 2.85%. Facebook continues to be the leading Google Search social source. A traffic overview of the website showed paid search brought 1,362 users, organic search topped paid search with 1,852. Mobile continues to dominate traffic by device to the website.

Orlando remains the top location for website visitors, followed by Miami, Jacksonville and Tampa. Ms. Alexander showed examples of recent Facebook ads. Total Facebook page reach was 235,802, and the total reach for Instagram increased greatly to 82,904. The December consumer newsletter had a 21.7% open rate. In her public relations update, Ms. Alexander reported press coverage on the CoolCraft Beverage Trail, Wings of the West, DeLand Sport Aviation Showcase and multiple mentions of WVTAA in the local West Volusia Beacon. Ms. Alexander also presented examples of how the Bandwango passport appears on mobile and desktop. Other mentions on the horizon include Stetson University and Tortugas sponsorship activation, RVers Guide to Florida 2022 (circulation 110,000), and Florida RV SuperShow Official Program (circulation 35,000+).

**Executive Director's Report:** December 2021

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

**MEETINGS:** FPRA Media Day at the Daytona International Speedway; met with Brandy Hastings formerly of VISIT FLORIDA who is now the Program Manager-Business Relations for the City of DeBary and assisting her with their Trail Town application; POMS monthly meeting; Bandwango webinar; West Volusia Chamber's State of Deltona event; Tik Tok how-to webinar with Southeast Tourism Society; Jazz Festival meetings; West Volusia Chamber events committee.

**EVENTS:** Volusia County Farm Tour; Ilatina Gala; Fall Festival for the Arts; Central Florida Legends race; Farm to Table Dinner at the Center for Deltona; Cash Mob pop-up shopping event at Museum of Art store with DeLand Chamber; Christmas in Bloom with West Volusia Historical Society; ribbon cutting at new EBike Shop in downtown DeLand; Wild Art show at Highland Park Fish Camp; ribbon cutting at Wild Violet Vintage Shop; Stetson Candlelight Concert; Wreaths on Woodland delivery and promotion; Pop Up Christmas bar at the Lounge at the Artisan; Light up DeLand; Lake Helen Christmas Home tour; DeLand Christmas parade; DeBary Christmas parade; Main Street DeLand Association Christmas party; West Volusia Historical Society Christmas Party; Lodging & Hospitality Association Awards Breakfast; DeLand Chamber's West Volusia Wellness Fair & Business Expo; Volusia Hispanic Chamber Installation Banquet; West Volusia Chamber Ugly Sweater contest; AARP Mixology Class; ELF the Musical at the Athens; CoolCraft Christmas Comedy Crawl; Daytona Beach Chamber Christmas Business After Hours; Central Florida Zoo Asian Lantern preview; West Volusia Regional Chamber Shop Small with Santa event.

**TRAVEL:** Senior Expo in Jacksonville; Christmas in the Villages; Savannah Active After 50s Show; Health & Wellness Expo in the Villages.

**OTHER:** The U.S. Department of State and Team Volusia brought Guillermo Lockhart, a TV producer from Uruguay to film at the Stetson Mansion and downtown DeLand for a Christmas special on Channel 12.

Fishing University TV show also filmed here at Highland Park Fish Camp and Taylor Middle-High School in Pierson. Thanks to Ms. Adams at Highland Park Fish Camp, Ms. Elliott with contacts at the school and to Ms. Crowley for their help with the project.

**General Discussion:**

Ms. Coleman shared information on the holiday gift wrapping fundraiser that The Junior Service League of DeLand will be doing on Saturday, December 18, 10am-4pm in front of the historic court house on Indianan Ave.

Ms. Turner mentioned that Tourism Day falls on the next board meeting date of January 19, 2022 when she will be in Tallahassee and asked the board if they prefer cancelling the January meeting or changing the date. After discussion, it will be decided prior to when the meeting notice is due to the County whether to change the date or cancel the meeting.

**Adjourn:** With no further business; Mr. Arney made a motion to adjourn, seconded by Ms. Sullivan. The motion passed unanimously at 10:04 a.m.