

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, December 20, 2023**

**MEETING MINUTES**

**Present:** Bryn Adams, Jen Armstrong, Karen Haught, Dave Wilson, Sue Elliott

**Remote:** Sara Patel and Nicole Thims

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

**Also Present:** Heather Wallace, Volusia County Assistant County Attorney; Brenda Sidoti, Jamie Browder and Greg Otte, Benedict Advertising; Zach Chalifour, James Moore Co.

**Call to Order:** Ms. Adams called the meeting to order at 9:00 a.m.

Mr. Wilson made a motion to approve that Ms. Patel and Ms. Thims have a concern and the Board agrees that they are exceptional circumstances and that they both be allowed to participate and vote remotely today, seconded by Ms. Haught and approved unanimously.

**Call for Public Participation:** Ms. Turner welcomed Assistant County Attorney Heather Wallace and announced she will now be overseeing the WVTAA for the County.

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

**November 2023 Financials:** Ms. Patel gave the financial report. Mr. Wilson made a motion to approve as presented, seconded by Ms. Armstrong, and approved unanimously.

**Presentation:** 2022-23 Audit Report by James Moore CPA & Consultants  
Mr. Chalifour presented an overview of the 2022-23 WVTAA audit report.

**Benedict Advertising & Marketing Report**

Ms. Browder presented an update on digital campaigns, website analytics, social media results and public relations for November 2023. Google Search & Display ad campaigns totaled 405,764 impressions, 10,556 clicks, average cost per click \$1.20, with a 2.6% click-through rate. The average view rate for video ads is 61.56%. Total website users were 12,517, and the top pages were the calendar of events, attractions, the home page, and arts and history. 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 totaled 184. The pin for Places to Stay with your Pet ad generated the most engagement. The open rate for the November newsletter was 27.25%.

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

**Executive Director's Report NOVEMBER/DECEMBER 2023**

Ms. Turner said CoolCraft Christmas was a total success. She thanked the Athens for distributing cards and ornaments in conjunction with their sold out performance of "White Christmas." WVTAA also partnered with the DeLand Chamber for an Almost Christmas Crawl.

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

**EVENTS:** Fall Festival of the Arts; Central Florida Legends Marathon, Half Marathon & 5K; Light Up DeLand event with skydiving Santa; Ribbon cutting for new 44 Bridge; Wild Florida Art Under the Hammock; Gypsy Gallery Pop-Up Art Exhibit; “White Christmas” at Athens; Stetson Christmas Candlelight concert; DeLand Christmas Boat Parade at Tropical Resort; Volusia Speedway Park Awards Banquet; MSDA Christmas Party; Nest Christmas Party; Daytona Beach Chamber Holiday BAH; Wine Women & Chocolate Pajama Party; Daytona Beach CVB Coffee & Connections; West Volusia Historical Society Holiday Party; WedPros Christmas Party; Rotaract Christmas Party; West Volusia Regional Chamber BAH at Paws & Claws.

**MEETINGS:** Paula Vann from Zartico (who will be at the WVTAA January meeting); Joe Spector with Local Palate; Vision & Heels expansion ribbon cutting; Melvyn Record with DirtCar Racing; Scott Young with Livability; Adlin Carrera re: Deltona Love Your Heart 5K; Destinations Florida meeting re: Legislative Session; Adventure Detour blog; City Wine & Cigar ribbon cutting; Daytona International Airport DMO partners meeting; Sue Elliott re: Florida Wine & Grape Growers event in January; STS webinar on AI; Lodging & Hospitality Meeting; Zartico Show & Tell Zoom; River of Lakes Executive Committee re: 2024; AJ Brau with Wandermaps; Florida Adventure Travel Network Zoom on trends.

**TRAVEL:** Villages Women’s Expo; Jacksonville Expo.

**OTHER:** 1) Hosted Karl Kalonka with Crappie Machine TV show which will air in March 2024.  
2) Stetson Mansion came in 2<sup>nd</sup> after Graceland in the USAToday 10 Best for Decorated Historic Homes.  
3) West Volusia Chamber is closing; merging with Hispanic Chamber of Central Florida.  
4) Ms. Turner and the Benedict team will be traveling to New Haven, CT on the new Avelo flight in January.

**General Discussion:**

Ms. Elliott provided an update on the Florida Wine & Grape Growers Association’s annual meeting to be held in downtown DeLand on January 12-13, 2024. She mentioned some attendees will be arriving before the meeting and others will be extending their stay after the meeting. The group is already showing interest in returning in 2025.

Mr. Wilson talked about the Architecture Forum coming to DeLand on March 10, 2024.

Ms. Haught announced that Kermit with Kermit’s Key West Key Lime Shoppe will be appearing on the CNN New Year's Eve program out of Key West.

**Adjourn:** With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Armstrong. The motion passed unanimously at 9:50 a.m.