

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, January 18, 2017**

MEETING MINUTES

Present: Doug Little, Cindy Sullivan, Dave Wilson, Susan Elliott, Sharon Hughes, Sara Patel, Bryn Rawlins

Staff: Georgia Carter Turner, Executive Director; Dena Scroggins, Marketing & Projects Mgr.

Also Present: Charles Hargrove, Volusia County Deputy Attorney; Phil Davis and Stephanie Liskey, Sailforth Productions; Rene Adams, Benedict Advertising & Marketing

Call to Order: Mr. Little called the meeting to order at 9:05am. Mr. Little thanked the Board for the donation to Save The Manatee Club in his wife's name and welcomed Bryn Rawlins to the Board.

Call for Public Participation: None

December Minutes : Ms. Hughes made a motion to approve the December 21, 2016 minutes, seconded by Ms. Patel and approved unanimously.

December Financials: Ms. Hughes stated that the November figures were up 44.58%. Ms. Hughes stated that she didn't see anything unusual and everything appears to be pretty lined out. Ms. Turner stated the \$128K lump sum for 3 months of tax revenues needs to be allocated correctly in the spreadsheet and she would have that for the February meeting. Mr. Wilson made a motion to approve the December financials, seconded by Ms. Elliott and approved unanimously.

Sports Marketing Funding for National Bowl Weekend: Ms. Turner stated that there were 10 teams that stayed in the West Volusia region and played at Spec Martin Stadium. The Holiday Inn Express, Quality Inn and Days Inn all received a substantial number of room nights for the event. Ms. Sullivan made a motion to approve \$800 funding for 2017 National Bowl Weekend, seconded by Mr. Wilson and approved unanimously.

Benedict Advertising Marketing Report: Ms. Adams stated the January E-Blast had an Open Rate of 41.1% while industry average is around 16%. She also stated that the Top Links were the Visitor Guide Download and the Crappie Masters link.

Ms. Adams stated that upcoming print ads that will be coming out soon for AAA, The Local Palate, and Garden & Gun. She stated that Garden & Gun is designating "Best Of" titles to advertisers so we would have to wait and see what DeLand/West Volusia is chosen "best of". In addition, there are digital ads that are currently running on Google Adwords and Facebook Ads.

Public Relations efforts include a big push for the upcoming Crappie Masters tournament with articles in the Florida Spotlight Newsletter and several articles in the Daytona Beach News Journal.

Next steps include adding a sign up link to Facebook, development of an Industry Newsletter, as well as work with Sailforth Productions to develop :30s/:15s videos for ad campaigns and pre-roll.

Executive Directors Report: Ms. Turner stated that she has been cleaning the office to make things look a little better and she had a chair rail added to the wall in the conference room and with the suggestion from Mr. Little, purchased a TV for digital displays.

Ms. Turner stated that Mike Valentine from Crappie Masters is already here and has been out fishing and catching unbelievable amounts/sizes of crappie. She has met with Greg Price from RoomKnights, previously Regatta in regards to the contract that is currently with County Legal. She will be meeting with the new Executive Director of the DeLand Area Chamber of Commerce and has already met with a number of people from the community including Wayne Carter from Mainstreet DeLand and Dawn Medley, Activity Director for Cassadaga Spiritualist Camp. She also attended the HLA Meeting in Daytona Beach. She toured Stetson University, attended the Day In Florida History event at De Leon Springs State Park, went out of a scenic river cruise with St. Johns River Eco Tours, attended the National Bowl Weekend at Spec Martin Stadium. She attended the West Volusia Historical Society Annual Meeting,

Ms. Turner hosted four UK Tour Operators who were here for Florida Huddle. She took them for pancakes at the Old Spanish Sugar Mill and for a tour of the Stetson Mansion.

Video Presentation from Sailforth Productions: Phil Davis presented four short videos featuring The Trails of West Volusia, Wildlife, Unique Experiences, and Downtown DeLand. The Board was very enthusiastic about all of the videos.

General Discussion: None

New Business: None

Adjourn: With no further business, Ms. Hughes made a motion to adjourn, seconded by Ms. Sullivan. The motion passed unanimously at 9:53 pm.