

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, February 15, 2017**

MEETING MINUTES

Present: Dave Wilson, Susan Elliott, Sara Patel, Bryn Rawlins, Cindy Sullivan (by phone), Doug Little (by phone)

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

Also Present: Charles Hargrove, Volusia County Deputy Attorney; Rene Adams, Benedict Advertising & Marketing

Appointment of a Temporary Chair: Due to the physical absence of Mr. Little and Ms. Sullivan, the Board was required to appoint a temporary chair. Ms. Elliott made a motion to appoint a temporary chair, seconded by Ms. Patel and approved unanimously. Ms. Elliott made a motion to nominate Mr. Wilson as the temporary chair, seconded by Ms. Patel and approved unanimously.

Call to Order: Mr. Wilson called the meeting to order at 9:03am.

Call for Public Participation: None

January Minutes : Ms. Patel made a motion to approve the January 18, 2017 minutes, seconded by Ms. Rawlins and approved unanimously.

January Financials: Ms. Turner presented the financials in the absence of a Treasurer. She stated that there were slight overages in payroll due to the overlapping Executive Director salaries. Ms. Elliott made a motion to approve, seconded by Ms. Rawlins and approved unanimously.

Ratification of budget and changes: Ms. Turner stated that the carryover increased by 32K to \$166,934. Mr. Little made a motion for ratification of the 2016-2017 Budget, seconded by Ms. Elliott and approved unanimously.

Reserves Policy: Based on recommendations by James Moore & Company, Mr. Little made a motion to raise the reserve amount from \$25,000 to \$50,000, seconded by Ms. Patel and approved unanimously.

RFP From Stetson/Rental Building: The Board had received a copy of a proposal from Stetson University for the rental of the old gas station at the corner of Michigan and Woodland Blvd. Both Ms. Turner and Mr. Little stated that they believe the building would need more work and money than our budget could handle. The Board agreed and no action was taken.

Discussion and Approval of Brushpile Fishing show: Ms. Turner stated that she had received a proposal from Brushpile Fishing to bring a crappie fishing show to the West Volusia region. They were offering a \$3,000 tourism package that included a 1-minute commercial for West Volusia. However, this price was reduced to \$2,000 due to staff arranging comp rooms for show cast and crew. Ms. Turner stated that this could be included in the \$61K increase in marketing opportunities so no action was needed from the Board.

Crappie Masters Tournament Recap: Ms. Turner stated that she felt that the tournament was fantastic. She stated that they had 91 anglers this year, which was a significant improvement over last year. She stated that the Media Day event was great because they had a mini competition between the radio crew from Florida Fishing Radio and a writers team assembled by Ron Presley. Ms. Turner stated the economic impact report shows that the tournament brought in over \$123K.

Update from Benedict Advertising: Ms. Adams stated that the In-State Insert/Collinson is coming up in the Spring as well as an Undiscovered Florida print ad. Upcoming digital includes In-State/Collinson banner ads on Visit Florida as well as AARP Digital. The February E-Blast had the highest open rate of 50.8%(industry average is 16%), with a click rate of 8.6%(industry average is 1.7%). Top links were the DeLand Craft Beer Festival. Facebook and Adwords impression served for the month of February were over 174K. New 30 second videos were completed for Spectrum along with two 15 second videos for digital pre-roll.

Public Relations notes of interest include 3 lead articles on Crappie Masters in The Daytona Beach News Journal and a piece featuring culture in DeLand that was featured on the Visit Florida "Florida Friday" newsletter.

Ms. Adams stated that she had been asked to research a supplement media investment of \$30K. Her recommendation was an increase in the overall cable investment in the Jacksonville and Ft. Myers markets. Ms. Adams had also evaluated the potential Visit Florida Co-Op for Facebook and broadcast. Her recommendation was to run promo spots on the Early Morning News in the Atlanta market. The price for (22) 10 second spots is \$3,100.

Executive Directors Report: Ms. Turner stated that we received a hand written thank you from Save The Manatee Club. Ms. Turner is continuing to meet with as many people as possible. Visit Florida has shared two of the new videos on their social media pages. Ms. Turner stated that Annette Thompson, former Travel Writer for Southern Living and current writer for USA Today, recently made a visit to the West Volusia region. She has attended numerous events and toured a number of attractions throughout the West Volusia region. Ms. Turner stated that the 2016 Visitor Profile from Mid-Florida Marketing would be completed in late March/early April. Ms. Turner is going to be sending out a monthly industry newsletter to keep industry partners up to date on WVTAA happenings. Ms. Turner met with Jeff Buchko from HDG Hotels, the new owners of the Hampton Inn DeBary. He is very impressed and supportive of what the WVTAA is doing to promote West Volusia. Ms. Turner stated that we are currently hosting 12 I-95 Welcome Center employees for pancakes at DeLeon Springs State Park and the Old Spanish Sugar Mill, tours of Downtown DeLand and Blue Spring State Park. Ms. Turner stated that the videos are a big hit and have been shared numerous times on social media. DeLand was recently featured in Where To Retire Magazine as one of 8 Delightful Downtown Cities.

General Discussion: Ms. Elliott stated that there is a real need for hotels in the West Volusia region that have a meeting room that can hold banquets of approximately 150 guests. She stated that there are a number of groups that would like to come to this area but can't because there are not meeting rooms of that size.

New Business: None

Adjourn: With no further business, Ms. Patel made a motion to adjourn, seconded by Ms. Elliott. The motion passed unanimously at 10:06 pm.