

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, April 19, 2017**

MEETING MINUTES

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

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

Also Present: Charles Hargrove, Volusia County Deputy Attorney; Rene Adams and Michael Benedict, Benedict Advertising & Marketing; Lori Campbell Baker, Halifax Advertising Authority

Call to Order: Mr. Little called the meeting to order at 9:01am.

Call for Public Participation: None

Ms. Turner introduced Lori Campbell Baker as the Executive Director of the Daytona Beach Area CVB.

March Minutes : Ms. Sullivan made a motion to approve the March 15, 2017 minutes, seconded by Ms. Patel and approved unanimously.

Pete Arney is a new Board Member, so Ms. Sullivan asked everyone to go around and introduce themselves. Mr. Arney is the General Manager of the Holiday Inn Express Orange City.

March Financials: Ms. Turner presented the financials and stated that we had another good month, however the variance report may show that some line items don't match up with the budget due to paying items in different months etc. Ms. Patel made a motion to approve the financials, seconded by Mr. Wilson and approved unanimously.

Election of Officers: Ms. Sullivan nominated Mr. Little for Chair, seconded by Mr. Wilson.

Mr. Little nominated Ms. Sullivan for Vice-Chair, seconded by Mr. Wilson.

Mr. Little nominated Ms. Patel for Treasurer, seconded by Mr. Wilson.

Mr. Rawlins made a motion to consolidate all nominations, seconded by Mr. Wilson and approved unanimously.

Approval: Sports Marketing Funding for 2017 DeLand Sport Aviation Showcase

Jana Filip from the DeLand Municipal Airport stated that they are looking to grow the airport for recreational aircraft and host an annual aviation showcase. The 2016 DeLand Sport Aviation Showcase had close to 4K attendees including approximately 600 folks who spent an average of 3-5 nights in the DeLand/West Volusia region. For the 2017 showcase, they are projecting 5K attendees, over 120 vendors and exhibitors and 60 media. She stated that there are approximately 1,000 operations a day and the event would run from November 2nd thru November 4th. This will unfortunately fall during Stetson Homecoming and this may affect room availability. Mr. Wilson made a motion to approve the funding request for the 2017 DeLand Sport Aviation Showcase; seconded by Ms. Patel and approved unanimously.

Update from Benedict Advertising: Ms. Adams gave a recent activity recap and stated that the April e-blast had a 47% open rate as well as a 6.4% click rate. The March Adwords campaign did well with improvements in average click rate as well as positioning.

Florida newspaper campaigns are currently running in the Sarasota Herald Ticket & Travel sections as well as the Florida Times Union Food & Lifestyle sections.

Ms. Adams stated that they had developed a co-op program for the Daytona Beach Visitors Guide, the Shriners official program guide and Bus Tours Magazine. She stated that the team is currently working on the May E-Blast.

Public relations spotlights include Lake Woodruff National Wildlife Refuge and Cress Restaurant. Both were featured in the Visit Florida Spotlight newsletter.

Next steps include the development of a storyboard for Brushpile Fishing, Crappie Masters 30-second media review, the bus tours co-op, and the May e-blast.

Executive Directors Report: Ms. Turner stated that she is continuing to meet with accommodators and partners including the Reptile Discovery Center and Deep Creek Stables as well as attended a number of events through the corridor.

Ms. Turner stated that she has worked with Benedict Advertising on the development of a co-op ad for the Official Shriners Program. In addition to the program advertising, there will be a newsletter, a booth at marketplace and a visit from the spouses. All of which will highlight what West Volusia has to offer.

The I-75 Welcome Center will be bringing their staff for a tour of West Volusia on May 3rd & 4th of May.

Ms. Turner advised the Board that Suzanne Akley from the Hampton Inn DeLand has offered a meeting space for Board. She wanted to let that Board know about that before making a final decision to redecorate the current space.

Ms. Turner stated that she will be at Marketing College during the May Board meeting. It was suggested that the date be changed to March 24th, so that she could attend.

Ms. Turner stated that the new Jackrabbit booking system was launched this week and is currently live.

Ms. Turner stated that she has been working with the County Human Resources Department to develop a job description and job posting for the Administrative Coordinator/Marketing Coordinator position. She received over 80 submissions; however there were only a handful that were qualified. Ms. Turner asked the Board to give her the approval to hire someone before the next meeting. Mr. Little advised her that procedurally she would need to have the person first and then have it approved. Ms. Turner stated that she will have her pick for the May meeting.

General Discussion:

Ms. Sullivan stated that the final segment for the Spring to Spring trail has been approved and will begin work immediately.

Ms. Campbell Baker stated that the WVTAA had been added to a new countywide rack card which is being distributed in Orlando. She stated that the CVB is currently working on an African American Heritage brochure that includes a number of sites in the DeLand/West Volusia region. Ms. Campbell Baker stated they are happy to list event information for events in West Volusia simply by submitting the "Submit Event" button on their website.

New Business: None

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 10:05am.