

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

**MEETING MINUTES**

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

**Staff:** Georgia Carter Turner, Executive Director; Dena Scroggins, Marketing & Projects Mgr; Kristine Spence, Marketing Coordinator

**Also Present:** Elizabeth Murphy, Volusia County Assistant County Attorney; Rene Adams, Benedict Advertising & Marketing; Robert Apgar, Mayor of DeLand; Devorah Devine, Director of Sales-Hampton Inn & Suites DeLand

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

**Call for Public Participation:** Mayor Apgar spoke briefly about his desire to capitalize on the “America’s Best Mainstreet” designation and asked that Ms. Turner meet with Mike Grebosz of the City of DeLand and Wayne Carter of Mainstreet DeLand to open the lines of communication between the three entities.

**Presentation:** Elizabeth Murphy gave a presentation on the Florida Sunshine Law.

**May Minutes :** Ms. Rawlins made a motion to approve the May 24, 2017 minutes, seconded by Ms. Sullivan and approved unanimously.

There were no June Minutes since there was no meeting last month.

**May Financials:** Ms. Patel stated that financials look good for May and collections were up 7%. Mr. Wilson made a motion to approve the May financials, seconded by Ms. Elliott and approved unanimously.

**June Financials:** Ms. Patel stated that the June collections were up 12%. Ms. Elliott made a motion to approve the June financials, seconded by Ms. Patel and approved unanimously.

**Approval: Erica Group contract**

Ms. Turner stated that there was one thing that Ms. Group felt was very limiting and that was listed under Copyright and Use “Artist agrees not to duplicate the same or substantially similar wings anywhere in the world.” She has been approached by her alma mater in Upstate New York and would like to be able to do wings for them or for others who request them. Ms. Murphy stated that she will add verbiage that Ms. Group agrees not to do wings that are the same or substantially similar.

Ms. Adams discussed the “What’s Happening In West Volusia” video series, where Ms. Group would act a host and talk about different things in the West Volusia region.

Ms. Elliott made a motion to have the Board authorize Mr. Little to execute, as amended, a contract for the “Wings of the West” and “What’s Happening In West Volusia” video series. The motion was seconded by Ms. Rawlins and approved unanimously.

**Discussion: Florida Cheese Festival**

Ms. Sullivan stated that she was not in favor of doing the Florida Cheese Festival at this time because the WVTAA doesn’t have a strong core of volunteers. Ms. Elliott stated that she feels our efforts should be to support events by

other entities rather than putting on events. It was decided that with the addition of several new events centered around cheese and wine, that there was no need for the Florida Cheese Festival to continue.

**Discussion & Approval:** 2017/2018 Fiscal Year Budget and Media Plan

Ms. Turner stated that the City of DeLand continues to play a major role in promotional efforts. Continued focus will remain with eco tourism, and other assets throughout West Volusia. One common denominator has been weddings, so Benedict Advertising will produce a Wedding Guide to use to promote "Destination Weddings". She has also included the "Wings of the West" promotion as well as the "What's Happening In West Volusia" video series.

Convention Development Tax Adopted Budget was \$504,000, however we have done so well that our estimate for this year is \$536,000. Anticipated disbursement for 2017/2018 is \$555,088. Personal Services will increase to \$9721.98 due to rising healthcare costs as well as a minimal increase of 3% for full-time staff. Travel/Trade Show Expense will rise due to the addition of travel shows, wedding shows and AAA office visits. Printing will increase by \$77,500 due to three major print jobs: a reprint of the Visitor Guide, the first-class wedding planner, and the coloring book.

Print/Digital/Social Media Programs have been increased by \$55,975 due to increased line items for Google, Facebook and Youtube advertising. Rack Services in local hotel racks will be added for an additional \$1,572. Additional Advertising Opportunities has a nominal \$5,000 line item; however this may increase due to carryover when the 2016/2017 audit is complete. Promotional/Entertainment Expense has been increased slightly due to the opportunities provided by the Daytona Beach and New Smyrna CVB's, Visit Florida and other visiting media, tour operators, etc. Office Supplies/Office Equipment increased by \$2,500 due to the purchase of a new phone system. All other expenses are outlined in the 2017/2018 Detail Budget Comparison.

Ms. Turner asked about the possibility of adding "mobile wings" to the Erica Group contract. The mobile wings could be transported to trade shows, festivals and events to promote West Volusia. Ms. Murphy stated that she would discuss that with Ms. Group and add it into the contract if agreed upon.

Ms. Elliott made a motion to approve the 2017/2018 Fiscal Year Budget and Media Plan, seconded by Ms. Patel and approved unanimously.

**Presentation: 2016 Visitor Profile by Evelyn Fine, Mid Florida Marketing & Research**

Ms. Fine stated she is negotiating with Norwegian Cruise Lines to go into a partnership. They will be promoting accommodations packages as well as offering excursions that could visit the West Volusia region.

Ms. Fine reviewed the 2016 West Volusia Visitor Profile. Key points include: Of the out of state travelers 78% of those who used the internet to book travel, used TripAdvisor or Google; 96% of the activities done by visitors was dining out. In-State travelers who used the internet to book travel, 83% used TripAdvisor and 51% used Google. 44% of Florida Visitors were from Orlando, the Villages, or Ocala.

**Update from Benedict Advertising:** Ms. Adams gave a recent activity recap and stated that the May e-blast had an open rate just under 40% as well as a 5.7% click rate; both were well above industry average. The June e-blast resulted in a 33.9% open rate and a 4.6% click rate. The May Facebook ads served 119,159 while the June Facebook ads served 106,317 impressions. The manatee ad resulted in almost double the CTR as the others.

Strip Ads ran on the front page of the Florida Times Union as well as co-op ads in the official Shriners Directory. Public Relations efforts included Stetson Mansion Legacy Week on the front page of Daytona Beach News Journal "Local" section as well as a highlight in "Around The Town". The Orlando Business Journal and the Daytona Beach News Journal both ran articles on the recent hire of Kristine Spence as Marketing Coordinator. In addition, Florida Friday included segments on The Watts Jazz and the Gillespie Museum of Minerals.

Next steps include the 2017/2018 Media Planning Budget and the “What’s Happening In West Volusia” pilot.

**Executive Directors Report:**

Ms. Turner is continuing to meet with accommodation and attraction partners. Recently she attended a meeting about area sports promotion that was sponsored by the Daytona Beach CVB. She attended the IPW International Tour Operator Marketplace in Washington, DC in conjunction with the New Smyrna Beach CVB. Ms. Turner stated that both she and Ms. Spence have been attending planning meetings for the St. Johns River 2C Loop Alliance’s Summit planned for October here in DeLand. Hosted travel writers Simon and Susan Veness from Orlando who have pitched a story to the BBC. Hosted the Shriners ladies group to kick off Legacy Week at the Stetson Mansion. The tour also included a visit to the Old Spanish Sugar Mill and photos at the DeLand Wings. Ms. Spence manned the booth all week at the Shriners Marketplace. Ms. Turner attended ICAST in Orlando, at the invitation of Captain Steve Niemoeller and Todd Kersey of Bassonline.com. Lastly, Ms. Turner shared a letter from Patty Schwarze regarding the potential closing of the Old Spanish Sugar Mill Restaurant.

**General Discussion:** None

**New Business:** None

**Adjourn:** With no further business; Ms. Elliott made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 11:21am.