

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, January 10, 2018**

MEETING MINUTES

Present: Dave Wilson, Pete Arney, Cindy Sullivan, Sara Patel, Bryn Rawlins-Adams, Sue Elliott

Absent: Doug Little

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

Also Present: Giffin Chumley, Volusia County Assistant Attorney; Rene Adams, Benedict Advertising & Marketing

Call to Order: Ms. Sullivan called the meeting to order at 9:01am.

Call for Public Participation: None

December Minutes : Ms. Rawlins-Adams made a motion to approve the December 2017 meeting minutes, seconded by Ms. Elliott and approved unanimously.

December Financials: Ms. Patel stated that October collections were up by \$6K YOY and REVPAR and ADR should be even higher for next year due to the addition of the new Marriott. Ms. Turner stated that the Variance report may look a little off and that is because the November and December collections were combined due to the County holding them until the year end numbers have been finalized. Mr. Wilson made a motion to approve the December financials, seconded by Ms. Rawlins-Adams and approved unanimously.

Update from Benedict Advertising: Ms. Adams went over the latest E-blast which had great results including an open rate that is 27%, up from 25.4% just a couple of days ago and a click rate of 5.4% which is up from 5%, both well above the industry average. She also went through a recap from the recent "What's Up In West Volusia" video. The video that was posted was very well received and had a reach of 128K with over 34K minutes watched. On Youtube, the video had over 749,083 impressions and 12,475 views including 963 earned views.

Public Relations efforts included a piece on the upcoming Escher exhibit in the Florida Friday newsletter.

Ms. Adams has been working with Hontoon Landing, the Museum of Art - DeLand, and De La Vega to film for the next video in the "What's Up In West Volusia" series. She also stated that she and Ms. Turner would be visiting Cassadaga to scout possible locations for the next "Wings of the West" mural.

Executive Directors Report: Ms. Turner recently met with Kurt Gaebal, the event promoter for the Shamrock Showdown, an international 4-way Formation Skydiving competition which will be held at Skydive DeLand March 16-18. Unfortunately this is during Bike Week when most of the hotels are full.

Ms. Turner hosted a "thank you" luncheon for staff and volunteers at Byte in DeLand the week after Christmas. Ms. Turner, Ms. Spence and several board members attended the grand opening of the Center at Deltona on Saturday, Dec. 30. It is truly a showplace. The price tag was \$9 million and it is state-of-the-art. According to the Mayor, there were 5,000 in attendance.

The first segment of Crappie Masters TV aired on the Pursuit Channel last week. This year the WVTAA logo is prominently featured at the beginning and end of each show because of an additional year-long advertising spend. The shows will run three times per week for the next 26 weeks. We've been working with Crappie Masters on the promotion

of not only the tournament, but also the media day, the registration which will be held at Sanborn Center and the Kids Fishing Rodeo which will be held at Highland Park Fish Camp.

Ms. Turner met with Vincent Andreula; the new GM of the Courtyard by Marriott. They are moving right along and still hope to open in April.

Ms. Spence has continued to work on the wedding guide and booth display with Benedict as well as a dedicated wedding page for the website with Sailforth. She will be attending a wedding show in conjunction with Byte Catering on Sunday in Daytona Beach.

Ms. Turner thanked the board for moving the meeting date up so that she could attend Florida Tourism Day in Tallahassee next week. House Bill 3 is still a problem that FADMO continues to monitor and update us on.

The West Volusia Historical Society is organizing a coalition of area attractions to talk about packaging and cross-promotion. The first meeting is Jan. 25 at 1 pm at their office is anyone would like to attend.

New Business: None

General Discussion: None

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