

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

MEETING MINUTES

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

Absent: Sara Patel

Staff: Georgia Carter Turner, Executive Director; Kristine Spence, Marketing Coordinator

Also Present: Charles Hargrove, Volusia County Deputy Attorney; Michael Benedict, Benedict Advertising & Marketing; Mr. Davis, Volusia County Hotel & Lodging Association

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

Call for Public Participation: None

September Minutes : Mr. Wilson made a motion to approve the September 2017 meeting minutes, seconded by Ms. Sullivan and approved unanimously.

September Financials: Ms. Rawlins made a motion to approve the September financials, seconded by Mr. Arney and approved unanimously.

Discussion of the Lease and Office Renovations: Mr. Wilson suggested that we check for asbestos and show finding to the landlord.

Discussion & Approval: Fishers of Men Tournament

Update from Benedict Advertising: Mr. Benedict went over the recap from the recent E-blast and pointed out that the latest e-blast had an open rate of 28.6 which is well above the industry average of 16%. Introduced the new What's Up in West Volusia series which resulted in 19.3K views. Ran an ad in the Sarasota Herald-Tribune during The World Rowing Championship. Over 60,000 copies were printed and 15,000 were distributed at the local hotels where rowers were staying as well as the fan event. Public relations efforts produced an editorial piece in Garden & Gun promoting the upcoming Field to Vase Dinner Tour as well as an article on Blue Spring State Park that ran in the Orlando Sentinel. Mr. Benedict brought Ms. Group along to update on the status of the #WingsoftheWest mural at Skydive DeLand.

Executive Directors Report:

New Business: None

General Discussion: Mr. Davis spoke about "Share The Heritage", "Few Good Men", and the Deltona Center.

Adjourn: With no further business; Ms. Elliott made a motion to adjourn, seconded by _____. The motion passed unanimously at _____.