

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

MEETING MINUTES

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

Absent: None

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

Also Present: Elizabeth Murphy, Volusia County Assistant Attorney; Rene Adams, Benedict Advertising & Marketing

Call to Order: Mr. Little called the meeting to order at 9:00am.

Call for Public Participation: None

October Minutes : Ms. Patel made a motion to approve the October 2017 meeting minutes, seconded by Ms. Elliott and approved unanimously.

October Financials: Mr. Arney made a motion to approve the October financials, seconded by Mr. Wilson and approved unanimously.

Discussion of the Benedict Advertising agreement: Ms. Elliott made a motion to approve and sign the agreement, Mr. Arney seconded the motion and it was approved.

Update from Benedict Advertising: Ms. Adams went over the recap from the recent E-blast and pointed out that the latest e-blast had an open rate of 30.1 which is well above the industry average of 16%. The Fall Country Jamboree had the highest CTR. The first video for "What's Up In West Volusia" had 19.3K views and over 8.2K minutes watched on facebook and 416,564 impressions were received on the youtube channel. Adwords impressions for the month of October was 69,859. Public Relations efforts resulted in an article featuring Cassadaga in Click To Houston and an article in the Florida Friday email from Visit Florida featuring the Field To Vase dinner. Ms. Adams also showed a copy of ads placed on the front page of the Florida Times Union. She also shared results from the Visit Florida retargeting ads. Currently editing and filming episode 2 of "What's Up In West Volusia". Ms. Adams stated that Artist-In-Residence, Erica, is almost finished with the "Wings of the West" mural at Skydive DeLand and they have started scouting locations at the Pioneer Settlement in Barberville.

Executive Directors Report: Ms. Turner attended numerous events throughout the West Volusia region including the St. Johns River-To-Sea Loop Alliance Summit and Trail Celebration, and the TEAMS Sports Conference in Orlando. At TEAMS, Ms. Turner spoke with a few people who had interest in bringing some events to the DeLand/West Volusia region. Ms. Turner met with Evelyn Fine and the Deltona Economic Development Department regarding their interest in attracting a new hotel project. Ms. Turner stated that the Daytona Beach CVB brought a group of golf writers to play at Victoria Hills and eat lunch at Half Wall and this trip has already resulted in a story. The auditors have been onsite and are hoping to present the audit final at the December meeting. Ms. Spence has attended a number of events related to destination weddings and is continuing to work with Benedict Advertising to develop a wedding guide. The WVTA staff attended the Stetson Mansion Media Day and has partnered with the mansion to do some "bookend" ads on their TV commercial in both JAX and Tampa. She also agreed to assist in the printing of their new rack card which will

go in Orlando racks and to area businesses. Ms. Turner stated that she monitoring several pieces of legislation that can affect the DMO's and tourism taxes.

New Business: None

General Discussion: Mr. Little stated that the landlord had received the lease that was prepared by County Legal and was not receptive to the terms. Ms. Murphy stated that she would work with the landlord to develop terms that still include the governmental requirements but were less intense. Ms. Murphy's two main concerns are thing that indemnity and insurance basically things that would cost money.

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Ms. Elliott. The motion passed unanimously at 10:22am.