

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, December 20, 2017**

MEETING MINUTES

Present: Dave Wilson, Pete Arney, Doug Little, Cindy Sullivan, Sara Patel

Absent: Bryn Rawlins, Sue Elliott

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

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

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

Call for Public Participation: None

Presentation of the 2016/2017 Audit Report: Zach Chalifour, of James Moore & Company, presented the auditor's findings to the board. He provided a one page outline showing points of interest in the audit. Mr. Chalifour stated that it was a straight forward audit with nothing of significance to report. Mr. Chalifour stated that the audit is a Material Level Audit, meaning that not every transaction is reviewed. He also pointed out that this is an Independent Auditor's Report and an unmodified "clean" opinion of the audit results for the WVTAA is the best report that they can issue. He stated that this audit is performed in accordance with government auditing standards as well as general auditing standards in the US.

Page 8, Note 4, shows that 56% of the tax revenues for FY 2016-2017 were derived from four taxpayers. In addition, Page 8, Note 5 shows that there is a contract in place for marketing services with Benedict Advertising and Page 8, Note 6 shows that there was a Related Party Transaction resulting from Ms. Tallevast's time in New Smyrna Beach. In 2016, the Authority shows that SVAA reimbursed \$6,106 for Ms. Tallevast's time. This is shown because part of the expense occurred in the 2016/2017 fiscal year. The only audit adjustments that were made are standard cash to accrual transactions.

Mr. Chalifour also commented on the preparation of financial statements. He outlined the Independent Auditors' Report on Internal Control over Financial Reporting. While it is understood why the WVTAA doesn't do internal financial statement preparation; they still had to make this disclosure.

Mr. Chalifour stated that in FY 2016-2017, tax revenues were \$553, 542 which was \$49K more than budget and \$65K more than the FY 2015-2016. Mr. Chalifour highlighted the fund balance of \$274,308; which is essentially the carry forward into 2018. He stated that this is approximately 51.4% of the annual budget as compared to HAA with 17.2% and SVAA with 16.5%.

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

November Financials: Mr. Wilson made a motion to approve the November financials, seconded by Mr. Arney and approved unanimously. There was a question regarding expenses paid out by Ms. Spence and Ms. Turner stated that it was because she didn't have a company credit card so she had to pay out of pocket. She requested that the board approve a \$1,000 credit card for Ms. Spence to use while traveling for the WVTAA. Mr. Wilson made a motion to approve, seconded by Ms. Patel and approved unanimously.

Update from Benedict Advertising: Ms. Adams went over the latest E-blast which had great results including an open rate that was 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 126,986; 64,328 views, 5,265 reactions, comments and share, and 12,453 clicks.

The sponsored stories (paid ad) received 13, 923 impressions, had a reach of 8,128 and received 289 new likes to the facebook page.

The November Facebook Lead Generation received 6,670 impressions and 36 leads with a CPL of \$8.49. The video post on Youtube received over 540K impressions, had over 7K views and 2,922 minutes watched.

Google Adwords search terms received over 290K impressions with an average ranking of 2.8. Visit Florida retargeting had 69,815 impressions with a CTR of .16%.

Recent press included a story about the Stetson Mansion Christmas Spectacular in the Daytona Beach News Journal. Next steps include What's Up In West Volusia 3, The Making of the Wings video featuring Barberville Pioneer Settlement and Cassadaga. Current media include Facebook and Google Adwords as well as a Visit Florida retargeting campaign.

Executive Directors Report: Ms. Turner reported on recent activities including the Fall Festival of the Arts and the Field To Vase event in Seville. Ms. Spence attended a Christmas trade show in The Villages. Ms. Turner and Ms. Hamburger met with Rick Hall from the City of DeLand regarding the possibility of bringing in more sports events. Ms. Turner and Ms. Spence took part in the St. Johns River-to-Sea Loop Bus Tour of Brevard and Volusia County and reported that all of the trails will be completed by the end of 2019. Ms. Turner met with Kevin Phelps of SORBA(Southern Off-Road Bicycle Association) regarding a board meeting and fall social that is coming to DeLand in 2018. Ms. Spence has been asked to be on the board for the West Volusia Historical Association and Ms. Turner serves on the CHRN Committee(Cultural, Heritage, Rural and Nature) for Visit Florida. WVTAA staff has been in talks with representatives from Crappie Masters and National Bowl Weekend who are bringing their events to the area in January. Ms. Turner stated that she had a request from the St. John's River-To-Sea Alliance, to allow them to use our physical address for their new website. Ms. Murphy stated that she would look into and get back to Ms. Turner with an answer. The January meeting date has been moved to January 10th.

New Business: None

General Discussion: None

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 9:58am.