

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, March 21, 2018**

**MEETING MINUTES**

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

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

**Also Present:** Charles Hargrove, Volusia County Deputy Assistant Attorney; Brooklyn Cravens, Benedict Advertising & Marketing; Linda Bowers, Avista; Ray Johnson, Museum of Art; Suzanne Akley, Hampton Inn DeLand

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

**Call for Public Participation:** Linda Bowers from Avista talked about the opening of the Courtyard by Marriott. She stated that a new general manager is starting on April 3 and the hotel is expected to open in May.

**February Minutes :** Mr. Wilson made a motion to approve the February 2018 meeting minutes, seconded by Ms. Rawlins-Adams and approved unanimously.

**February Financials:** Ms. Sullivan made a motion to approve the February 2018 financials, seconded by Ms. Elliott and approved unanimously. There was discussion about the possibility of additional hotels in DeLand and Deltona.

**Presentation by Ray Johnson: Art In Public Places**

Mr. Johnson is asking for the WVTAA's support of his request to have the City of DeLand develop a comprehensive strategic plan for Art In Public Places. He stated that there are plans to create an arts district, bounded by Beresford to the South, by Plymouth to the North, Amelia to the East and Clara to the West. One of the things that he is proposing is that the City allocate a 1% fee on any development that is \$1.5 million or more. Additionally, he would like to have the City be more involved in the DeLand Sculpture Walk, as well as painting the generator behind City hall, painting the fire hydrants in Downtown DeLand, developing an iconic image, urban beautification and arches over places like Georgia Avenue and Indiana Avenue. Mr. Johnson would like to have the WVTAA send a letter to the City endorsing public art in our community. Ms. Sullivan made a motion to have the WVTAA send a letter of support to the City of DeLand endorsing Art In Public Places. Seconded by Ms. Patel and approved unanimously.

**Update from Benedict Advertising:**

Mr. Cravens gave a recap of the February advertising stating that it was a lighter month for advertising. The February e-blast focused on Bike Week and earned a click rate of 4% with an open rate of 25%. Google Adwords impressions were 659,100 with a CPC rate of \$1.01. Top performing keywords were Florida Events and fun things to do in Florida. Google Adwords (Remarketing) had 622,583 impressions with a CPC of \$.40. Facebook ads targeting a Gainesville market received 42,520 impressions with over 187 actions. Public Relations activities updates include a listing for the Antique Motorcycle event in the To Do section of the Daytona Beach News-Journal and an article in the West Volusia Beacon. There were also articles about the recent Crappie Masters Media Day, Travel Mole (Visit Florida) and Travel Supermarket listing the Museum of Art- DeLand as "one of the state's best art museums." Current and upcoming media projects include: summertime planning and push for Facebook, Google adwords/retargeting, and Youtube, as well as ads in Flamingo Magazine, AAA Living South, Taste of Florida and production wrap up of "What's Up In West Volusia 3."

**Executive Directors Report:** Ms. Turner stated that Ms. Scroggins continues to do our Twitter Chats. She was asked to join in a chat with Blogger Charles McCool and has participated in several Visit Florida chats.

Ms. Turner attended the play "Harvey" at the Shoestring Theatre in Lake Helen as well as the Enterprise Chili Cookoff and the Florida Arts Tour. Ms. Spence attended the Xpos Wedding Show in Deltona, the Women's Expo in the Villages and the Boomer Show in Brevard County. All were successful and is allowing to draw a lot of attention for the area. Ms. Turner also attended a Deltona Commission workshop where the future of the old community center was discussed. One of the ideas is to open a Trailhead lodge and campground.

Ms. Turner stated that she was a guest on the Senior Lifestyle Show on WSBB in New Smyrna. She also attended the monthly meeting of the Florida Public Relations Association's Executive Director panel.

The WVTAA was heavily involved in promoting an antique motorcycle show in the Artisan Alley Garage March 6. There were about 100 motorcycles that came into the area the week before Bike Week as part of a motorcycle run sponsored by the four Florida chapters of the AMCA. They stayed in our hotels and traveled throughout the county for three days. Ms. Turner and Ms. Spence both volunteered and directed traffic during the DeLand Bike Rally. Main Street DeLand estimated that around 50,000 bikers were in attendance. But hoteliers in Daytona Beach and West Volusia reported only a few bikers mixed in with their snowbirds and corporate business. Ms. Turner attended the Hotel Lodging Association in Daytona Beach and also spoke at the Florida Department of Transportation District Five Scenic Highway Workshop, then met with Shari Simmans, the new Executive Director of the WV Chamber of Commerce. Ms. Turner attended the River of Lakes monthly meeting at the new Center at Deltona. Mark Shuttleworth and Wayne Carter brought in a Brazilian TV crew from Orlando that filmed throughout the area. The WVTAA helped set up their visit. Ms. Turner visited Cassadaga with Erica Group on Monday to scope out the next location for the Wings of the West project. She also attended the Ad-a-Thon with Mr. Cravens on Monday night. Ms. Scroggins is working with ITI Digital to get our #Get Social program going on the web site. Ms. Turner has been working with Lake Helen and Cassadaga on tours and dinner during the Florida State Highway Program's statewide meeting which will be held May 16-17 at Hopkins Hall in Lake Helen.

Lastly, the legislative session is over and tourism did not fare as badly as originally thought. The Economic Development and Tourism Promotion Accountability bill failed. Expansion of Tourist Development Tax passed. While the actual bills filed on this issue failed, language was included in the comprehensive "tax bill" that passed the legislature and will eventually be sent to the Governor. VISIT FLORIDA was funded at \$76 million instead of the \$100 million the Governor requested.

**New Business:** None

**General Discussion:** None

**Adjourn:** With no further business; Ms. Sullivan made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 10:15am.