

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, August 16, 2017**

MEETING MINUTES

Present: Dave Wilson, Sara Patel, Bryn Rawlins, Pete Arney, Doug Little, Susan Elliott

Absent: Cindy Sullivan

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

Also Present: Charles Hargrove, Volusia County Deputy Attorney; Rene Adams, Benedict Advertising & Marketing; Joanne Magley and Kate Sark, Volusia County

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

Call for Public Participation: None

July Minutes : Mr. Wilson made a motion to approve the July 19, 2017 minutes, seconded by Mr. Arney and approved unanimously.

July Financials: Ms. Patel stated questioned the trade show expense. Ms. Turner stated that it was due the registration fees for the Florida Governors Conference and IPW being paid early. Ms. Turner also stated that there was a variance for her health insurance due to an incorrect billing amount. Mr. Wilson made a motion to approve the July financials, seconded by Ms. Elliott and approved unanimously.

Discussion & Approval: Sports Marketing Funding for the 2018 Daytona Beach ½ Marathon

Ms. Magley and Ms. Sark talked about the success of the 2017 Daytona Beach Half Marathon and stated that attendance was up by 1,000 people over 2016 and 77% of the participants were from outside of Volusia County. The marathon is a race themed event in partnership with the Daytona International Speedway. The County is putting together Racecation packages and producing 5,000 brochures. Ms. Patel made a motion to approve \$5,000 to fund the 2018 Daytona Half Marathon, seconded by Ms. Rawlins and approved unanimously.

Update from Benedict Advertising: Ms. Adams gave a recent activity recap and stated that the July e-blast had an open rate that was a little lower than hoped, and she thought it might have something to do with back to school. Facebook ads are going well and will be increased in the new fiscal year. She received some great rates from the Florida Times Union so they are currently running full page and strip ads. Benedict is currently working on a press release for the Field To Vase tour as well as the What's Happening in West Volusia video series.

Executive Directors Report:

Ms. Turner stated that the DeLand Country Inn will be closing at the end of the month. She continues to attend events and visit partners in the region. She stated that the WVTAA hosted a couple of travel writers last week and has two more coming in this week. She met with Clay Henderson and he informed her that the Stetson Aquatic Center probably wouldn't be built until next fall. Ms. Turner goes before County Council tomorrow at 10am for 2017/2018 budget approval.

General Discussion: Mr. Little stated that after much searching, the WVTAA finally received a couple of bids to renovate the meeting space. Mr. Hargrove asked if the landlord was planning to do anything to correct the A/C distribution throughout the office. The Board asked Mr. Little to discuss updates with the landlord and get information on permits needed and term of lease.

New Business: None

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Ms. Elliot. The motion passed unanimously at 10:17am.