

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

**MEETING MINUTES**

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

**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

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

**Call for Public Participation:** None

**August Minutes :** Ms. Elliott made a motion to approve the August 2017 meeting minutes, seconded by Mr. Arney and approved unanimously.

**Discussion of the Lease and Office Renovations:** Mr. Little stated that he and Ms. Patel met with the landlord, Barb Shepherd, regarding the specifics of the lease and meeting space renovation. He stated that they found out that there is not a current lease, but rather a month to month extension. Mr. Little stated that during budget time, Ms. Shepherd advised staff of a 3% COLA increase. She now wants to increase the rent from \$8/foot to \$10/foot. Mr. Little stated that a new lease has been received but he thought that it needed to be reviewed by Mr. Hargrove. Mr. Wilson made a motion to authorize Ms. Turner and Mr. Hargrove from County Legal to work with the landlord and then report back at an upcoming meeting. Seconded by Ms. Patel and approved unanimously.

**August Financials:** Ms. Patel stated that there has been a slight increase in collections. Ms. Turner stated that the memo received from the County regarding collections was dated July, but should be August. Ms. Elliott made a motion to approve the August financials, seconded by Ms. Rawlins and approved unanimously.

**Update from Benedict Advertising:** Ms. Adams gave a recent activity recap and stated that the new "What's Up In West Volusia" video series will be launching soon but was delayed due to Hurricane Irma. She stated that work has already begun on the 2<sup>nd</sup> and 3<sup>rd</sup> installments of the video series. Ms. Adams stated that all advertising was halted just before Hurricane Irma and resumed the week following the hurricane.

Ms. Adams stated that the August e-blast had a good open rate but while it was still well above industry standard, she would like to see it a little higher. Currently, there are close to 500 highly qualified subscribers. The highest CTR was for the link to the farmer's markets. The open rate on average has been above 40% and the CTR has been over 7%.

Facebook impressions were over 13,000 for the previous month, and 63 leads were received from it so it resulted in a \$6.86 CPL which is down from over \$12.00.

Over 590,000 impressions were received over the course of the year and over 227,000 people were reached with the facebook campaigns over the course of the year. 185 leads for newsletter signups have been received since March.

The Google Adwords campaign received over 50,000 impressions with a CTR of .83 and .85. Display positioning has been great and is currently at 2.3, so it's a very efficient spend. Currently, Google has been analyzing the campaign and is

making some changes based on new things that they are rolling out. Overall, 480,000 Impressions have been received and YouTube impression were just over 360,000 impressions for the year.

**Executive Directors Report:**

Ms. Turner stated that the tourism bureau reopened the day after the hurricane and she has been able to touch base with all of the accommodators and many of the attractions. The 2017/2018 budget was approved unanimously by the Volusia County Council. She stated that the WVTAA recently hosted two groups of travel writers and she was awaiting articles from their visits. Ms. Turner stated Ms. Spence attended the Expedia Marketing Forum in Orlando and became a member of F.L.O.W.E.R which is a wedding and special events, networking group. Ms. Scroggins gave a brief update on Google Analytics, Visitor Center Visits, and Facebook Likes.

**General Discussion:** Mr. Arney stated that he doesn't get any room nights from the Daytona Beach Half, but he does get room nights from the three ½ marathons that come to our area. Ms. Sullivan reminded the Board that when the Daytona Beach ½ was introduced, it was with the suggestion that a separate race be established on the West side. Ms. Turner stated that there is money for sponsorships, but the organizers would need to contact us and fill out a sports funding application.

**New Business:** None

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