

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, January 15, 2020**

MEETING MINUTES

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

Staff: Georgia Carter Turner, Executive Director; Kristine Spence, Marketing Coordinator

Also Present: Laura Coleman, Assistant County Attorney; Brenda Sidoti and Rachel Court, Benedict Advertising; Jeff Hachmann and Joe Lewandowski, World Racing Group and DIRTcar Nationals

Call to Order: Ms. Sullivan called the meeting to order at 9:06 a.m.

Call for Public Participation: None

December Minutes: Ms. Elliott made a motion to approve, seconded by Ms. Patel and approved unanimously.

December Financials: Ms. Patel had a question from the Variance Report about a membership cost. Ms. Turner explained that it was for the Volusia Hispanic Chamber, which went up from a \$50 individual membership to \$200 for an organization membership. On the bank statement she asked about the Reserve Account, which Ms. Turner explained is postage. Mr. Arney asked about \$1,500 in checks to Stetson Mansion. Ms. Turner told him was for co-op ads. Ms. Patel said she has seen an increase in business during the Christmas event at the Mansion. Mr. Wilson made a motion to approve, seconded by Mr. Arney and approved unanimously.

Discussion & Approval of Sports/Event Funding: Mr. Hachmann told the Board about the DIRTcar Nationals, the largest dirt car racing event in Florida. World Racing Group owns the Volusia Speedway Park. DIRTcar Nationals is the kickoff for the premier series in the country – World of Outlaws Sprint Car Series, World of Outlaws Late Model Series, All Star Circuit of Champions, Super DIRTcar Series Big-Block Modifieds, DIRTcar Late Models and DIRTcar UMP Modifieds, which start 12 days earlier than Daytona 500, Feb. 4-15. The track is focused on bringing visitors to West Volusia. Ticket sales come from as far as the northeastern US and Canada. He said there are approximately 60,000 spectators in 12 days. If they don't camp, they are staying in hotels. Their staff headquarters have been at Destination Daytona and Hampton Inn Palm Coast in the past, but he still believes more could come to DeLand because it is the closest place that has everything – restaurants, hotels, nightlife. He and Ms. Turner began talks last year about the World Racing Group's live streaming service called DIRTvision that includes World of Outlaw events from all over the country. He presented a proposal for \$7,500 for West Volusia to be designated as the Preferred Travel Partner for the 2020 DIRTcar Nationals. Ms. Adams and Mr. Arney questioned if this was the right time to start such an agreement because most accommodations are full already for 2020. Mr. Arney suggested starting the program this year and revisiting a full endowment next year. The Board agreed to a \$3,000 grant. They asked Mr. Hachmann to revise the agreement and return to the meeting later. Ms. Adams made a motion to table the vote, seconded by Ms. Patel and approved unanimously. When Mr. Hachmann returned, he presented a downsized proposal to include: Twelve 30-second commercials during the Volusia event and twenty 30-second commercials in markets to be determined with Ms. Turner and Benedict Advertising throughout the 2020 broadcast schedule. There will also be six banner ads incorporated on emails and six social media posts. WVTAA logo will be included on the DIRTcar website. Finally, Mr. Hachmann said as part of the partnership he would work with Ms. Turner to look at moving staff to a West Volusia location. Ms. Patel made a motion to accept the revised proposal. Ms. Elliott seconded the motion and it was approved unanimously.

Update from Benedict Advertising: Ms. Court gave a recap of the Google campaign in December. There were a total of 865,439 impressions, average CPC of 33 cents. Search campaign had 25,986 general impression with a 6.79 percent CTR and CPC of \$1.13. Benedict also started a Trails Search Campaign which received 16,901 impressions and a CTR of 3.50 with 595 clicks. The Remarketing campaign in December received 304,711 impression with 2,868 clicks and CPC of 70 cents. For YouTube there were 517,712 impression and 246,100 views with 2,093 clicks. For the Facebook lead generation, there were 34,392 impressions with a reach of 21,988 and 140 leads, a cost per lead (CPL) of \$4.05. For the Facebook likes ad, there were 22,236 impressions with a reach of 10,644 that resulted in 220 likes and cost per lead (CPL) of \$2.27. For the Facebook wedding guide there were 169,250 impressions, reach of 32,080 and 38 likes with a CPL of \$1.63. For the Enewsletter there was an open rate of 9.6 percent with 329 opens. In public relations, West Volusia attractions and events were featured on Fodors.com, Bob Vila, Fox 35 Orlando and Daytona Beach News-Journal. On the horizon, the agency will work with staff on Flip.to campaign launch, Crappie Masters media day and sponsorship activation for Stetson Athletics, Daytona Tortugas and ME STRONG.

Executive Director's Report: Ms. Turner told the Board that the holidays are finally over and the office is getting back to somewhat normal.

Meetings: ROL, Jan. 6; LHA, Jan. 8; Volusia Hispanic Chamber's Buenos Dias Breakfast, Jan. 9; Spoke to DeLand Chamber Office Octane group, Jan. 13.

Events: 100th Anniversary Celebration at Barberville, Dec. 19; Christmas candlelight event at DeBary Hall, Dec. 20; Festival De Reyes, Jan. 5; Florida Wedding Expo, Jan. 5; VIP Reception for "A Family Business" cast, Jan. 8; Ribbon cutting at Life Balance Pathways, Jan. 9; Wonderland Exhibit Opening Night at Museum, Jan. 10; Capt. Ron's Fish Fry at Highland Park Fish Camp, Jan. 11; Travel Expo at the Villages, Jan. 14.

Media/Groups: Hosted travel writer Chere' Coen from Lafayette, LA, Jan. 2-5.

Other: Planning for new Visitor Guide and Wedding Planner, next What's Up in West Volusia videos, "Cool Craft Summer," Crappie Masters at the end of January, several media visits in February.

Office: Dena Scroggins' last day was January 10. Effective immediately, Ms. Turner is promoting Kristine Spence, the current Marketing Coordinator to the position of Marketing Manager to take over at the budgeted salary of \$51,452. Ms. Turner has started the search for a Marketing Coordinator at the starting salary of \$35,000, with a 3 percent raise after three months. AUE will help advertise for the position.

New Business: None

General Discussion: Ms. Elliott invited the Board to the Florida Wine & Grape Growers Wine Walk event over the weekend. Ms. Sullivan invited the Board to a presentation by Maggie Ardito about the St. Johns River to Sea Loop at the Enterprise Museum tonight.

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