

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, October 17, 2018**

**MEETING MINUTES**

**Present:** Doug Little, 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 Attorney; Michael Benedict, Dean Turcol and Sunnyie Fillegar, Benedict Advertising; Jim Harenchar, Response Marketing Group; Jay Cassens, Daytona Beach International Airport

**Call to Order:** Mr. Little called the meeting to order at 9:08 a.m.

**Call for Public Participation:** None

**September Minutes:** Ms. Sullivan made a motion to approve the September 2018 meeting minutes, seconded by Mr. Wilson and approved unanimously.

**September Financials:** Ms. Patel stated that it looks like we spent a little bit more this month trying to finish up projects that were budgeted in 2017-2018. She stated that the WVTAA was up again in collection percentage over the other two ad authorities. In addition, with the opening of the Courtyard by Marriott, she is projecting that we will see an additional \$15-20K more each month from that. Ms. Turner made the comment that she had put tax revenue from the Marriott in the 2017-2018 budget beginning in June and we outpaced the budgeted amounts each month without that revenue. Mr. Wilson made a motion to approve the September Financials, seconded by Ms. Rawlins and approved unanimously.

**Presentation of a Data Portrait Analysis by Jim Harenchar of Response Marketing Group (RMG):** Ms. Turner stated that she met Mr. Harenchar at Southeast Tourism Society last year and was very impressed with the services that he can provide. For the cost of \$8,500, RMG will extrapolate demographic and psychographic information that is readily available in public information. The finished product will include information that can be used for marketing purposes as well as information on why visitors are traveling, why they chose their destination, income, age, etc. He would like to have three years of data to begin. Mr. Wilson made a motion to contract with RMG once there is money available in the new budget, seconded by Ms. Patel and approved unanimously.

**Presentation: Sunwing update by Jay Cassens, Daytona Beach International Airport**

The annual passenger traffic for Daytona Beach International Airport is 738,000, up 70% since 2009. Jet Blue will cease operations to DBIA beginning in January 2019. While the route did very well, they experienced corporate issues so they began to downsize routes that they considered as underperforming. American and Delta have expanded service and recently added 10 additional flights per week.

Sunwing is a huge airline and travel group that is based in Toronto. Their business model is focused on selling hotel and vacation packages to bring leisure travelers from snow to sun with several destinations in Florida. 90% of their flights will be bringing travelers into the area. Service will begin in late January 2019.

Mr. Cassens would like to get WVTAA involved in the Sunwing FAM in November by bringing portable “Wings of the West” to the event in an effort to get Sunwing agents excited about West Volusia as a destination.

**Update from Benedict Advertising:** Michael Benedict and Dean Turcol distributed a 2017-2018 Media Report showing articles and exposure featuring West Volusia Tourism. The Board was very impressed by the report. Google Analytics reporting shows that VisitWestVolusia.com received 957,624 impressions including 29,044 search impressions with a CTR of 6.65% and a CPC of \$1.24. Remarketing ads received 58,667 impressions with a CTR of 1.14% which netted 6,640 clicks. Youtube ads featured the Grand Recap of “What’s Happening in West Volusia” videos received 346,916 impressions with 173,456 viewing 100% of the video. The ads resulted in 542 clicks. Facebook Lead Generation ads resulted in 18,425 impressions and 170 leads with a CPL of \$2.50. The Facebook Likes Ad netted 684 page likes which was up considerably from the previous month (259) with a CPL of \$ 0.73. The Facebook Wedding Guide ad received 119,125 impressions with 78 link clicks and a CPL of \$2.56. The October e-blast had an open rate of 20.6% with a click rate of 3.9%, well above the industry average of 16%.

On the horizon, they are planning for 2019 as well as filming “How To Do Florida”. The coloring book and tear off map are in the final stages and will be completed soon.

**Executive Director’s Report:** WVTAA hosted travel writer Debi Lander who was on assignment with Ocala Good Life and 5 lifestyle newspapers in the Jacksonville area. Ms. Turner also had a meeting with Chris Chibbaro of Coastal Angler Magazine who is expanding into West Volusia. Another travel writer from Upstate Parent in Greenville, SC visited our office looking for assistance on a story.

Ms. Turner met with John and Ty Graham of the Elite 8 Nationals event which has football games being played at Spec Martin and was looking for room blocks.

Ms. Turner attended a Tourism Partner Day with the Daytona Beach CVB on September 21 where they announced their new marketing plan. She also attended a meeting of the Coast to Coast Trail as well as the monthly meeting of River of Lakes and went on a tour of several sites along the ROL corridor with FDOT staff and the Mayor-elect of DeBary Karen Chasez.

Ms. Turner was honored to be recognized as one of the 2018 Influential Women in Business by the Volusia/Flagler Business Report at a luncheon September 26.

WVTAA has been working with Stetson University Athletics to finalize the contract as the Official Travel Partner and other marketing programs.

Ms. Spence has been on the road off and on all month. She attended a meeting about the Lake Monroe Marathon in November 2019 and traveled to the I-10 Welcome Center for their Campground Rally. She attended a Woman’s Expo in the Villages and is going back Thursday for the Lifestyle Venture Tour Expo. As for weddings, she attended the Xpos at the Hilton in Altamonte last month and a small wedding show in Barberville this past weekend. She continues to participate in FLOWER (Florida Organization of Wedding Event Representatives) events.

As a member of the WV Historical Society’s Board, Ms. Spence worked on the Art Auction event which was held last weekend and invites everyone to attend the Grand Reopening of the Burgess Pavilion this Friday.

WVTAA also assisted with the Florida Trails Association’s National Trails Festival held in DeLand Oct. 5-7, and worked with Sandra Friend and John Keatley to launch their new book, 50 Hikes in Central Florida. WVTAA donated 50 books to attendees who purchased a FTA membership.

On October 6, WVTAA held the unveiling ceremony for Erica Group’s latest set of wings, scrub jay wings at Lyonia Environmental Center. About 30 people attended, including the Deltona mayor, Trails Queen Pat Northey and Steve Kintner of the Friends of Lyonia Preserve.

Ms. Turner has continued to meet with Benedict Advertising on upcoming projects including finalizing the Coloring Book, the tear off map and a wings backdrop to take to travel and trade shows. We also had a meeting with How To Do Florida

about the filming schedule later this year as well as meeting with filmmaker Jordan Kahn and host Erica Group about the schedules for the next "What's Up in West Volusia."

The agreement with Stetson University Athletics to become the "Official Travel Partner" is in the final stages, with changes recommended by Volusia County being reviewed by Stetson's lawyers. Ms. Elliott made a motion to authorize Ms. Turner to sign the \$25,000 agreement when it is approved, seconded by Ms. Patel and approved unanimously.

Two of the events that the Board was told about in the past have encountered some challenges. The City of DeLand cannot accommodate the Santa Hustle or the National Bowl Weekend. After the WVTAA canceled the event with the event organizer Adrenaline Sports, Santa Hustle sent Main Street DeLand an invoice for \$13,000. We are working with the County Attorney pending litigation. The city parks and recreation department told the organizer Jim Nugent he cannot hold the Bowl Weekend at Spec Martin because of the wear and tear the event causes. WVTAA staff is helping Nugent look for another location in West Volusia to hold the event.

**New Business:** None

**General Discussion:** Ms. Sullivan stated that the Enterprise Preservation Society is hosting a festival on October 27. The event will feature live music, barbecue, and beer. Stetson University Water Institute has paid to have an interpretive panel at Blue Spring State Park showing a map of the ROLHC and a historical update on the state of water in Florida. The Central Florida Zoo has also offered to allow ROLHC to place a map in the zoo if they can come up with the \$5,000 for production.

Mr. Wilson made a motion to not hold a November Board Meeting due to the close proximity of the Thanksgiving Holiday, seconded by Ms. Patel and approved unanimously.

**Adjourn:** With no further business; Mr. Arney made a motion to adjourn, seconded by Mr. Wilson. The motion passed unanimously at 10:40 a.m.