

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, December 18, 2019**

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; Dena Scroggins, Marketing & Projects Manager; Kristine Spence, Marketing Coordinator

Also Present: J Giffin Chumley, Volusia County Assistant County Attorney; Michael Benedict and Greg Otte, Benedict Advertising; Brian Rothwell, Volusia County Activity Project Manager; Mike Jones, Craig Baumgardner, Jeaniene Jennings and Clay Ervin from Volusia County Government; Mark Jansen, Disc Golf; Kim Winters, ME STRONG; Zach Chalifour, James Moore & Co; Matt Matousek, Stetson Sports

Call to Order: Ms. Sullivan called the meeting to order at 9:00 a.m.

Call for Public Participation: None

October Minutes: Ms. Elliott made a motion to approve, seconded by Mr. Arney and approved unanimously. There was no November meeting.

October & November Financials: Ms. Patel stated that we had \$189,000 on hand and everything looks in order. Ms. Turner stated that the County forwarded a distribution of \$117,185.72 for the taxes collected for July, August and September collections. Mr. Arney stated that each of the sister bureaus dropped by 20% YOY, whereas West Volusia increased by 20% YOY. Mr. Wilson made a motion to approve, seconded by Ms. Elliott and approved unanimously.

Presentation of the 2018-2019 Financial Audit: Zach Chalifour, of James Moore & Company, presented the auditor's findings to the board. He provided a one-page outline showing points of interest in the audit. Mr. Chalifour stated that it was a straight forward audit with nothing of significance to report. Mr. Chalifour stated that the audit is a Material Level Audit, meaning that not every transaction is reviewed. He also pointed out that this is an Independent Auditor's Report and an unmodified "clean" opinion of the audit results for the WVTAA is the best report that they can issue. He stated that this audit is performed in accordance with government auditing standards as well as general auditing standards in the US.

Page 8, Note 4, shows that 38% of the tax revenues for FY 2018-2019 were derived from three taxpayers. In addition, the only audit adjustments that were made are standard cash to accrual transactions.

Mr. Chalifour stated that in FY 2018-2019, tax revenues were \$734,795 which was \$116,000 more than budget and \$82,000 more than the FY 2017-2018. Mr. Chalifour highlighted the fund balance of \$356,669; which is essentially the carry forward into 2020. He stated that this is approximately 47.9% of the annual budget as compared to HAA with 29.6% and SVAA with 40.7%.

Discussion & Approval of ME STRONG Sports/Event Funding: Ms. Winters stated that in 2011, the five founding members were hoping to get 300 participants just to cover costs. For 2020, they are expecting well over 6,000 participants. She stated there are participants from all over the Country. Spectrum is sponsoring the event and providing them with a commercial starting December 30 as well as two billboards on I-4. Ms. Turner stated that the event was referred to her by Deborah Devine at the Courtyard by Marriott because she saw such an influx of heads in beds from the event. Ms. Rawlins-Adams stated that participants are coming from 20 different states. Ms. Sullivan questioned the \$1,500 sponsorship amount and what we would receive. Ms. Winters stated a link on the website as

well as a social media and other mentions. Ms. Rawlins-Adams stated giving the amount of \$2,000 based on the billboards, strong following on Facebook, etc. Ms. Sullivan stated that the next level was \$2,500. Ms. Turner stated past sponsorships made WVTAA the "Official Travel Partner" and have a banner on the website that shows participants where to book accommodations. Ms. Winters agreed to this. Ms. Patel made a motion to approve a sponsorship of \$2,500, seconded by Ms. Rawlins and approved unanimously.

Discussion & Approval of PDGA Amateur Disc Golf World Championship: The PDGA Amateur Disc Golf World Championships are coming to DeBary for five days between July and August. There are five courses between DeBary and Clermont and while the host hotel is in Lake Mary, the organization hopes to have rooms for participants in West Volusia. Mr. Arney made a motion to approve \$1,000 contingent upon a booking link with pricing to be prominently displayed on the PDGA website, seconded by Ms. Patel and approved unanimously.

Airbnb/Tax Collection Update: Craig Baumgardner from Volusia County Revenue Division stated that Airbnb and VRBO now have signed agreements to collect bed taxes and remit them to the appropriate ad agency. WVTAA should start seeing the increase in March. He stated that the Division has been actively working to collect taxes from individual homeowners and have been seeing great results. Volusia County Growth and Resource Management Director Clay Ervin then discussed code enforcement efforts around short-term rentals.

Update from Benedict Advertising: Mr. Otte gave a digital recap of the previous month. The November Google Analytics reporting shows that VisitWestVolusia.com received 874,562 impressions from Google Adwords, along with 37,915 impressions from a search campaign. The search campaign had a CTR of 6.68% and a CPC of \$1.18. The travel industry average is 4.68% CTR. Remarketing ads received 347,267 impressions with a CTR of .94% which netted 3,263 clicks. YouTube ads featuring the Grand Recap of "What's Up in West Volusia" videos received 489,380 impressions with 253,786 viewing at least 50% of the video, 16.86% watched 100 % of the video. The ads resulted in 2,106 clicks. Facebook Lead Generation ads resulted in 24,868 impressions and 116 leads with a CPL of \$3.73. The Facebook Likes Ad netted 236 with a CPL of \$2.12. The November events e-blast had an open rate of 13.51%.

Mr. Benedict shared some information about his trip to Cincinnati for RedsFest. He stated that they had over 25,000 attendees and captured 407 new leads for the 2020 Stay-N-Play package featuring West Volusia.

The public relations update included a feature on Tiny Houseboat Adventures on Fox 35 Good Day Orlando as well as an article on Highland Park Fish Camp in DeSoto Magazine, an article in the Daytona Beach News-Journal on the Central Florida Legends Marathon, an article on the St. Johns River and Holly Bluff Marina in Garden & Gun Magazine and inclusion of the Stetson Mansion in USA Today's Best Holiday Historic Home Tours (second year in a row).

On the horizon, Benedict Advertising is working on CrappieMasters and Flip.to.

Executive Director's Report: Ms. Turner reported that the WVTAA staff has been busy since the beginning of the fiscal year in October.

Meetings: AirBnB meeting with County; Florida Black Bear meeting; new Stetson Athletics representative Matt Matousek; Florida Scenic Highway Program meeting at DeBary Hall with boat ride and dinner the day before; LHA meetings in November and December; Florida Tourism Summit (replaced Governor's Conference) where WVTAA received the Bronze Flagler Award in the Sustainability Category for Wings of the West Trail; WMFE/WMFV discussion; Celeste Thomas with NCM regarding movie theatre advertising; Tim Baylie regarding trails update; Wellness landing page meeting with Sailforth; Interview for the Volusia Flagler Strategic Blueprint with Pat Northey; Water Symposium; State of Deltona; WV Historical Society board and marketing meetings; Chanelle Smiley at The Center at Deltona.

Events: Thin Man Watts Festival; Haunted Hollow; Monsters on MainStreet; Women Empowered luncheon; Fall Country Jamboree; Veteran's Day Parade, Schley's Bonsai Festival; 60 Years of Skydiving event; Bourbon, Brews & Blues;

Turnstiles Billy Joel Tribute Band at the Athens; Volusia County Fair; DeLand Sport Aviation Showcase; Clay Daugherty Classic Pig Show; DeLand Fall Festival of the Arts; Central Florida Legends Marathon, Half Marathon & 5K event; DeLand Chamber "Cash Mob" at The Anointed Olive; DeLand Chamber Holiday Party; REDSFEST; Crappie USA Tournament and Kids Rodeo; Lake Helen Christmas Tour; MainStreet DeLand Holiday Party; DeLand House Holiday event; Florida Christmas Remembered at Barberville; Blue Springs Brewing Grand Opening; DeLand Boat Parade; Latin Festival; Daytona Beach Chamber BAH; Villages Travel Show; Boomer Guide Expo in Melbourne; I-75 Welcome Center Fall Festival; Senior Expo, Jacksonville.

Media/Groups: VISIT FLORIDA German Media, November 10; Blogger Marla Zickefoose, November 12; Di Sun, Chinese KOL, November 14; Stetson Mansion Media Day, November 14; American Tour Guides Association, November 17; Institute of Internal Auditors spouse/guest group, December 4; British journalists with Daytona Beach CVB, December 10; Blogger Bridget Buery, winner of FOWA contest, December 17.

Other: Fishing University filming in October; VISIT FLORIDA Twitter Chats, Oct. 22 and Dec. 10.

New Business: None

General Discussion: Ms. Elliott updated everyone about the upcoming Wine Walk that is part of the Florida Wine and Grape Growers Group January 18 in Downtown DeLand.

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Ms. Ellis. The motion passed unanimously at 10:32 a.m.