

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, December 19, 2018**

MEETING MINUTES

Present: Doug Little, Dave Wilson, Pete Arney, Cindy Sullivan, Sara Patel, Bryn Rawlins-Adams

Absent: Sue Elliott

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

Also Present: Elizabeth Murphy, Volusia County Assistant County Attorney; Michael Benedict and Sunnyie Fillegar, Benedict Advertising; Donna Tinoco, Museum of Art-DeLand; Zach Chalifour, James Moore & Company

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

Call for Public Participation: None

Presentation of the 2017/2018 Audit Report: 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 64% of the tax revenues for FY 2017-2018 were derived from five taxpayers. In addition, Page 8, Note 5 shows that there is a contract in place for marketing services with Benedict Advertising. The only audit adjustments that were made are standard cash to accrual transactions.

Mr. Chalifour also commented on the preparation of financial statements. He outlined the Independent Auditors' Report on Internal Control over Financial Reporting. While it is understood why the WVTAA doesn't do internal financial statement preparation; they still had to make this disclosure. Mr. Chalifour stated that they were recommending that the WVTAA contract with an accountant/bookkeeper or Quickbooks consultant who could help the WVTAA automate Quickbooks for reporting purposes while eliminating the redundancy of Ms. Turner's monthly financial reports. This would be a more appropriate use of staff time and would allow for better tracking and financial reporting.

Mr. Chalifour stated that in FY 2017-2018, tax revenues were \$652, 673 which was \$98K more than budget and \$91K more than the FY 2016-2017. Mr. Chalifour highlighted the fund balance of \$292,441; which is essentially the carry forward into 2019. He stated that this is approximately 44.3% of the annual budget as compared to HAA with 27.7% and SVAA with 27.2%.

October Minutes: Mr. Wilson stated that his name was missing from the list of Board Members present. Mr. Wilson made a motion to approve the October 2018 meeting minutes with the correction, seconded by Ms. Patel and approved unanimously.

October & November Financials: Ms. Patel stated that she had reviewed the financials and everything looked good, so she didn't have any concerns. Ms. Turner stated that the County held the last two distributions for August and September, however they did deposit the \$97K in November. October revenues were only up 1.5%, so we are starting

to see the increases level out. Mr. Arney made a motion to approve the October & November Financials, seconded by Ms. Sullivan and approved unanimously.

Update from Benedict Advertising: Ms. Fillegar gave a digital recap of the last two months. The Google Analytics reporting shows that VisitWestVolusia.com received 944,678 impressions including 23,774 search impressions with a CTR of 8.93% and a CPC of \$1.16. Remarketing ads received 566,297 impressions with a CTR of 1.23% which netted 6,980 clicks. Youtube ads featured the Grand Recap of “What’s Happening in West Volusia” videos received 345,602 impressions with 189,979 viewing 100% of the video. The ads resulted in 609 clicks. Facebook Lead Generation ads resulted in 16,847 impressions and 78 leads with a CPL of \$5.62. The Facebook Likes Ad netted 358 with a CPL of \$ 2.82. The Facebook Wedding Guide ad received 137,248 impressions with 101 link clicks and a CPL of \$2.856. The November E-blast had an open rate of 17.9% with a click rate of 2.1%.

On the horizon, they will begin filming “How To Do Florida” and What’s Up In West Volusia Videos.

Executive Director’s Report: The new Coloring Book was published and we have been selling them to featured attractions for \$5 with a suggested retail price of \$10. Erica had a book signing last Saturday and will get some good PR in local newspapers highlighting them as an ideal Christmas gift. WVTAA will also use them as gifts for travel writers and tour planners, including a FAM trip with Florida Huddle in January.

West Volusia has had a couple of openings in the area -- the Courtyard by Marriott opening on Oct. 17 and the West Volusia Historical Society opened the Burgess Building, the black hospital in Bill Dreggors Park complex.

Ms. Spence has continued to be busy with travel and other activities. She attended a show in The Villages, Oct. 18; Southern Women’s Show in Orlando in the Daytona Beach booth, October 25; I-75 Welcome Center Fall Festival, October 26; Floridian Manor event, Nov. 11; Boomers Show, Nov. 15 and Christmas in the Villages, November 17.

WVTAA has joined the Hispanic Chamber and attended their Columbus Caravelle awards in November. WVTAA will also attend the Three Kings Festival on Jan. 6.

Other meetings attended: Quarterly TDC, Deltona BizFest, Laken Helen Master Plan, FL Black Bear Scenic Highway, River of Lakes monthly meetings, Audubon Birds of a Feather event, Lake Monroe Marathon, Joint Daytona/DeLand Chamber Business After Hours, Lodging and Hospitality, Daytona Beach Ad Fed, Central Florida Visitor Study Project, Visit Florida Leadership Summit, Visit Florida Marketing Council, Main Street Holiday Open House, St. Johns River to Sea Loop Alliance Summit planning meeting, U.S. Sports Congress focus group with the Daytona Beach CVB, Monarch City announcement in Deltona, Mike Vallentine with Crappie Masters; Spoke to Deltona Economic Advisory Board; Florida Coast to Coast meeting with Office of Greenways & Trails and Trail Town tour with Donald Morgan, their new regional coordinator; DeLand Chamber Christmas party; West Volusia Chamber AM Connection. Ms. Turner also met Taylor Hendrix, the new new General Manager at Stetson Sports Properties who will be working on fulfilling our “Official Travel Partner” agreement.

Area events attended: Thin Man Watts, Lake Helen Haunted House, West Volusia Historical Society Cemetery Walk, Enterprise Reunion, Water Symposium, Monsters on Main, DeLand Sports Aviation Showcase, Fall Country Jamboree, Puerto Rican Festival, Volusia County Fair, SORBA, Stetson Mansion Media Day, DeLand Fall Festival of the Arts, A Florida Christmas Remembered at Barberville, DeLand and Orange City Christmas Parade, WV Historical Society Tour of Homes, Butler Express Train Ride in Lake Helen, A Florida Christmas Remembered in Barberville, DeLand Christmas Boat Parade and “Holiday Inn” at Athens Theatre.

WVTAA joined the Daytona Beach CVB in a day-long FAM on November 20 for travel agents and media to promote the new Sunwing flight. WVTAA had a set of “portable” wings made for the reception.

Daytona Tortugas have approached WVTAA to get involved with their promotion as the Official Airline of Silver Airways which will start flying between Daytona Beach and Ft. Lauderdale in January. Mr. Wilson made a motion to spend \$5,000 for the Tortugas/Silver Airways partnership, seconded by Ms. Rawlins and approved unanimously.

Sadly, one of our volunteers, Gloria Winans, passed away in November. Staff is actively looking for more volunteers.

Board members are invited to attend the trail ribbon cutting set for tomorrow, Dec. 20 at 9 a.m. The Volusia County Council will cut the ribbon on the corner of Donald E. Smith and DeBary Plantation boulevards. The Spring-to-Spring Trail will be one step closer to completion with the opening of a 1.2-mile phase that runs through west DeBary.

New Business: None

General Discussion: Mr. Arney and Ms. Patel asked the status of the agreement with Response Marketing Group. Ms. Turner stated that the Board had agreed to do the research with RMG once it was determined that money was available. Since the audit was just completed, she can now reach out to RMG to get started. Ms. Turner is planning to come back to the Board at the next meeting to discuss requests for funding for a strategic plan and accounting services to utilize the additional monies.

Ms. Tinoco from the Museum of Art-DeLand talked about an upcoming gala that will mark the kickoff of African American Exhibit: We Too Dream American. The exhibit begins on January 22.

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Ms. Sullivan. The motion passed unanimously at 10:20 a.m.