

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, February 19, 2020**

**MEETING MINUTES**

**Present:** Cindy Sullivan, Pete Arney, Dave Wilson, Sara Patel, Doug Little

**Absent:** Bryn Rawlins-Adams, Susan Elliott

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

**Also Present:** Laura Coleman, Assistant County Attorney; Brenda Sidoti and Greg Otte, Benedict Advertising; Chrissy Clary, DCG; Matt Matousek, Stetson Athletics

**Call to Order:** Mr. Little called the meeting to order at 9:02 a.m.

**Call for Public Participation:** None

**January Minutes:** Mr. Arney made a motion to approve, seconded by Mr. Wilson and approved unanimously.

**January Financials:** Ms. Patel noted that January is a busy buying time for advertising but costs will even out in the future. She questioned a \$1,000 membership which is for Superior Small Lodging. Mr. Arney made a motion to approve, seconded by Ms. Sullivan and approved unanimously.

**Update from Benedict Advertising:** Mr. Otte reported that there were a total of \$1,107,463 impressions and average CPC of \$.02 for the Google campaigns in January. For the Search campaign: general impressions, 33,122 and CTR of 6.57%; Trails Search campaign had 21,659 impressions and CTR of 3.66% with 792 clicks. The Remarketing campaign for January saw 420,683 impressions with CTR of .88%, 3,698 clicks and CPC of \$.53. The What's Up in West Volusia series continues to perform well with impression of 631,999 and 334,995 views. On the Facebook lead generation, there were 38,979 impressions with 189 leads for a CPL for \$2.65. The other Facebook campaigns results were Likes Ad: 24,937 impressions; 12,843 reach; 197 link clicks and the Wedding Guide Ad: 953,435 impressions, 123,297 reach; 185 link clicks. The January consumer email had an open rate of 12.7% with 454 total opens. He also reported about CrappieMasters coverage on the Fishing Florida Radio network and a story on Old Spanish Sugar Mill on the WeirdSouth blog. Mr. Otte then introduced Chrissy Clary of Benedict Advertising's sister company DCG who demonstrated the Captum app that can convert a .jpg and .mpg video into an augmented reality sales tool. Mr. Otte also presented the "Cool Craft Summer" concept to the Board.

**Executive Director's Report:** Ms. Turner gave the Board the updated agreement with the DirtCar Nationals that she worked on with Benedict Advertising choosing markets. Erica Group and Jordan Kahn also filmed segments of "What's Up in West Volusia" during the DirtCar event.

**Meetings:** Lunch with new West Volusia Chamber Director Lisa White; SJR2C Loop meeting at Enterprise Museum; Focus group with The River to Sea TPO who is currently in the process of developing their 2045 Long Range Transportation Plan (LRTP); Taste of ME STRONG sponsor reception; Superior Small Lodging roundtable at UCF; Annual MainStreet DeLand Board Retreat; Lodging & Hospitality Meeting at Daytona Lagoon; State of the County luncheon at Ocean Center; Quarterly TDC Meeting at Ocean Center; ECHO workshop; WV Historical Society Meeting re: The J.W. Wright Building; WedPros program.

Events: Florida Grape & Wine Growers Association meeting went well with events at new Dreka Theater and The Table, as well as the Roarin' 20s Wine Walk which kept many of the attendees in town for an extra night. The group will return in 2021.

Other Events: Taste of DeLand; PWG Wedding Show in Daytona Beach; Tourism Day in Tallahassee; Destinations Florida Board Meeting; MainStreet DeLand Annual Meeting; DeLand Chamber Installation Reception; Deltona 25<sup>th</sup> Anniversary Kickoff; Crappie Masters Media Event, Registration Kids Fishing Rodeo, and Tournament; DeLand Craft Beer Festival; ME STRONG 5K; Wildlife Festival at Lyonia Preserve; Crappie/Speck Fishing Seminar at Highland Park Fish Camp; West Volusia Historical Society annual meeting; DeLand Chamber BAH at Time and Place, a new small meeting venue.

Media/Groups: Met with travel writer Nancy Moreland while in Tallahassee; VISIT FLORIDA and Brazilian Influencer Anna Laura did a "Takeover" with social media and film crew here for 2 days, Feb. 10-11.

Other: Planning for new Visitor Guide and Wedding Planner, next What's Up in West Volusia videos, "Cool Craft Summer" concept, new Wellness landing page.

Office: Ms. Turner and Ms. Spence have been conducting interviews for the Marketing Coordinator since the last meeting and have narrowed candidates to two who are coming in for a second interview after this meeting.

**New Business:** None

**General Discussion:** Ms. Sullivan stressed the importance of the ECHO program to the Board. Ms. Little asked staff to research paying WVTAA volunteers in the future.

**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.