

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, February 20, 2019**

**MEETING MINUTES**

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

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

**Also Present:** Charles Hargrove, Volusia County Deputy Assistant County Attorney; Sunnys Fillegar, Benedict Advertising; Samantha Burke, Hampton Inn DeLand; Erica Group, WVTAA Artist-In-Residence; Jordan Khan, Presslaunch Pictures

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

**Call for Public Participation:** None

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

**December & January Financials:** Ms. Patel reviewed the December financials. She questioned the expense for “Winans Memorial.” Ms. Turner explained that it related to flowers that were sent when a WVTAA volunteer passed away. Ms. Patel stated that she was surprised that after the Marriott opened that we were only up by \$4,000. Ms. Turner stated that she had allowed for the increase in the budget. Ms. Patel stated that the WVTAA is doing better than the other authorities.

Ms. Turner stated that she had exhausted several leads for accountants to help us with our accounting and had finally found a local company, Dreggors, Rigsby, and Teal, that would be able to assist with accounting. She stated that they will present a proposal and could begin work after April 15. Ms. Turner stated that it might be more money at first but in the long run the cost will be similar to what is in the budget for Brown’s Accounting. Mr. Arney made a motion to approve the December financials, seconded by Mr. Wilson and approved unanimously.

Ms. Patel reviewed the January financials. Ms. Elliott made a motion to approve the January financials, seconded by Mr. Wilson and approved unanimously.

**Presentation: Trails Update by Pat Northey (Postponed until March meeting)**

**Discussion & Approval of Strategic Planning Proposals:** Ms. Turner stated that she had presented three proposal for the Board’s review. She made a recommendation that the Board choose Bud Hanson with Tribe Branding because she has worked with him in the past and is familiar with his work. The fact that he is local means that the plan will take less time to complete, he can come to Board meetings and even interview people one-on-one. Mr. Arney made a motion to approve the proposal from Tribe Branding for \$5,000, seconded by Mr. Wilson and approved unanimously.

**Discussion & Approval of the Sports Funding Request from American Junior Golf Association:** The American Junior Golf Association originally requested \$5,000 but changed the request to \$2,000. Mr. Arney stated that Holiday Inn Express is hosting the staff which is resulting in \$6,000 in business. The transients will hopefully go to other hotels in the area. Mr. Arney and Mr. Little suggested \$1,000 for the first year rather than the requested \$2,000. Ms. Patel made a

motion to approve \$1,000 in funding, seconded by Mr. Arney and approved unanimously. Ms. Turner stated that although it was in the budget, WVTAA did not fund the Daytona Half Marathon this year so this allows for funding of future events that are area specific.

**Update from Benedict Advertising:** Ms. Fillegar gave a digital recap of the last two months. The December Google Analytics reporting shows that VisitWestVolusia.com received 89 impressions along with 29,947 search impressions with a CTR of 6.86% and a CPC of \$1.20. Remarketing ads received 552,938 impressions with a CTR of 1.16% which netted 6,415 clicks. YouTube ads featured the Grand Recap of "What's Happening in West Volusia" videos received 311,557 impressions with 155,441 viewing at least 50% of the video. The ads resulted in 709 clicks. Facebook Lead Generation ads resulted in 19,210 impressions and 113 leads with a CPL of \$3.76. The Facebook Likes Ad netted 180 with a CPL of \$ 2.78. The Facebook Wedding Guide ad received 127,586 impressions with 61 link clicks and a CPL of \$3.28. The November e-blast had an open rate of 16.6% with a click rate of 2.6%.

The PR Update included an article featuring Erica Group and the new WVTAA coloring book on the front page of the Daytona Beach News Journal.

The January Google Analytics reporting shows that VisitWestVolusia.com received 944,578 impressions along with 42,532 search impressions with a CTR of 6.86% and a CPC of \$1.20. Remarketing ads received 552,938 impressions with a CTR of 1.15% which netted 5,515 clicks. Youtube ads featured the Grand Recap of "What's Happening in West Volusia" videos received 421,723 impressions with 221,506 viewing at least 50% of the video. The ads resulted in 709 clicks. Facebook Lead Generation ads resulted in 23,672 impressions and 116 leads with a CPL of \$3.06. The Facebook Likes Ad netted 246 with a CPL of \$ 2.03. The Facebook Wedding Guide ad received 128,951 impressions with 59 link clicks and a CPL of \$1.93. The December e-blast had an open rate of 15.3% with a click rate of 2.4%.

The PR Update included three articles about the Florida Wine & Grape Growers Conference, an article about Crappie Masters in the West Volusia Beach and an article about the Kids Fishing Rodeo in the Orlando Sentinel. On the horizon, filming will continue for "What's Up In West Volusia" as well as installation of the last set of "wings".

Ms. Turner introduced Jordan Khan from Presslaunch Pictures and complimented him on the work that he has done to promote West Volusia through the "What's Up In West Volusia" videos.

**Executive Director's Report:** Ms. Turner reported that we have an intern working with us this semester, Sydney Baker who is a Communications Major at UCF. She assisted with Crappie Masters tournament, the annual report mailout and the website's ADA compliance. Mr. Hargrove discussed the issues regarding ADA website compliance and potential for lawsuits.

Florida Huddle in January was a total success with almost 500 tour operators, media and suppliers from all over the world in attendance in Daytona Beach. Ms. Turner assisted the CVB at their booth at the Ocean Center and then brought around 30 visiting journalists to West Volusia to cook pancakes and visit the Stetson Mansion. As a result of that tour, VISIT FLORIDA is bringing a group of five Chinese KOLs back here next week as well as a Brazilian magazine staff.

The Crappie Masters tournament on February 1-2 brought in 105 anglers from 18 states for an economic impact of half a million dollars. The kids event was held at Highland Park Fish Camp on Saturday morning of the tournament. Top weigh was 2.77 pounds and the winning team of George Parker and Tim Eberly had 29.41 pounds.

Staff worked with the City of Deltona to apply for and receive their designation from the Office of Greenways and Trails as a Trail Town, the first in Volusia County. Ms. Turner also worked with the Daytona Beach News-Journal to put together a West Volusia co-op of three pages in the Daytona Beach Visitors Guide. A group went to Volusia Speedway for the DirtCar Nationals races. There were several thousand spectators for 12 days of racing. DirtCar Racing is interested in presenting a sponsorship proposal similar to the Stetson deal.

On Valentine's Day, the crew of How to Do Florida came in to film the West Volusia segment. A new area attraction, Tiny Houseboat Adventures, cruised with the crew along the St. Johns to Blue Spring State Park to view manatees. Then the crew came to Downtown DeLand to meet Ms. Group and hear about her wings. The segment will air sometime this summer.

Ms. Turner and Ms. Spence attended the Dedication & Ribbon Cutting Ceremony of the new Sandra Stetson Aquatic Center which will be both the headquarters for Stetson Rowing and Clay Henderson's Institute for Water & Environmental Resilience. WVTAA plans to work with the rowing coach and Mr. Henderson to see how we might be able to work together to bring more year-round business to the facility.

This past weekend Ms. Turner went to the opening reception for "Living Waters and the Florida Landscape" at the Enterprise Museum. The exhibit, which will run through March 30 features Photographic images of Florida's Aquatic Preserves by Clyde Butcher and paintings by members of the Pastel Society of Central Florida. Ms. Sullivan has told us that Mr. Butcher will be at the Museum on Wednesday, Feb. 27 for a book signing. David Martin from Fox 35 is also coming to do a live show.

Ms. Spence attended a Travel Expo in the Villages, two wedding shows and sent her first wedding E-news to a list of about 2,000 prospective brides! Other meetings we attended: DeLand Chamber Installation, State of the County at the Ocean Center, Marathon Meeting in Deltona, Silver Airways FAM, Florida Grape & Wine Growers conference, Ad Fed with Chad Crawford from How To Do Florida, Willows Luncheon with 3 women mayors, Quarterly TDC meeting, Monthly Lodging & Hospitality Association meetings, Main Street Planning Meeting, Bob Davis Day in Deltona and DeLand Chamber Business After Hours.

Area events we attended: Three Kings Day in Deltona, Rembrandt Exhibit at Hand Gallery, Night in Harlem at the Museum of Art – DeLand, Roaring 20s event at Barberville Pioneer Settlement, National Bowl Weekend in Altamonte Springs, Blue Spring Manatee Festival, DeArt event in DeLand, Brews & Bowties and the DeLand Beer Festival during Beer Week, Bodhi + Sol Grand Opening, Special Ride with Hot Rod Robert and Stetson.

Ms. Turner stated that Board Appointments would be made at the County Council meeting on March 4 or two weeks after.

**New Business: None**

**General Discussion:** Mr. Little stated that he is having artist Shannon Holt paint a mural around his ticket hut and they are considering a sculpture of some sort that would serve as another great "selfie spot". Mr. Arney asked about the status of the butterfly mural. Ms. Turner stated that she would check and report back to the Board.

**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.