

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

**MEETING MINUTES**

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

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

**Also Present:** Charles Hargrove, Volusia County Deputy County Attorney; Greg Otte and Hollee Palot, Benedict Advertising; Brian Rothwell, Volusia County Activity Project Manager

**Call to Order:** Mr. Little called the meeting to order at 9:05 a.m.

**Call for Public Participation:** None

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

**February Financials:** Ms. Patel stated that we have a new accounting firm so we are missing two reports. She also stated that we spent more money in February for marketing and promotions. Ms. Turner stated that it was because Benedict Advertising has a new accountant and some of the accounts reflected a two-month payment. Ms. Turner stated that we have been working closely with Dreggors, Rigsby & Teal to convert our reports to Quickbooks so that they agree with the audit. Ms. Turner will bring DRT a future meeting to show and explain the new reports. Ms. Elliott made a motion to approve the February financials, seconded by Mr. Wilson and approved unanimously.

**Update from Benedict Advertising:** Mr. Otte gave a digital recap of the last two months. The February Google Analytics reporting shows that VisitWestVolusia.com received 1,358,471 impressions from Google Adwords, along with 25,571 impressions from a search campaign. The search campaign had a CTR of 10.45% and a CPC of \$1.12. The travel industry average is 4.68% CTR. Remarketing ads received 896,130 impressions with a CTR of 1.20% which netted 10,725 clicks. YouTube ads featuring the Grand Recap of “What’s Happening in West Volusia” videos received 436,770 impressions with 224,925 viewing at least 50% of the video, 36.91% watched 100 % of the video. The ads resulted in 910 clicks. Facebook Lead Generation ads resulted in 23,399 impressions and 90 leads with a CPL of \$5.56. The Facebook Likes Ad netted 235 with a CPL of \$ 2.13. The Facebook Wedding Guide ad received 523,773 impressions with 93 link clicks and a CPL of \$2.96. The February events e-blast had an open rate of 20.6% with a click rate of 2.5%. The arts newsletter had an open rate of 23% with a click rate of 1.3. The industry average is 15.5%.

The public relations update included an article in the Daytona Beach News-Journal featuring Crappie Masters results and photo of winners along with a preview article before the event. The DBNJ also featured an article on the Kids Fishing Rodeo. Florida Friday News featured an article mentioning Blue Spring State Park as a “Once In A Lifetime Experience in Florida.”

On the horizon, filming will continue for “What’s Up In West Volusia” as well as installation of the last set of “wings” and a press release mentioning the “STS Shining Example” award.

**Executive Director’s Report:** The Strategic Planning process is going well. Bud Hanson from Tribe hopes to finish and present the report to the Board in April.

VISIT FLORIDA brought a group of five influencers from China here at the end of February. Two other Chinese groups are coming in May. VISIT FLORIDA also sent a writer and photographer from GOL Magazine, an inflight magazine for a Brazilian airline that has started flying into Orlando. They visited Ocala, St. Augustine and West Volusia, and returned to DeLand before they flew out of Orlando to skydive.

Erica Group is finishing up the final set of wings and will unveil them at Lake Woodruff on Saturday at 10 a.m. "What's Up in West Volusia" Episode 5 is being produced now. Tonight the Southeast Tourism Society will present WVTAA with a Shining Example award for the video series. Ms. Turner will send a press release tomorrow.

Ms. Turner attended the FADMO meeting and Tourism Day in Tallahassee last week. Reauthorization for Visit Florida and funding the agency at \$76 million are the top issues in this year's legislative session this month. Ms. Turner stated that Board Members should reach out to the legislators to show their support for VISIT FLORIDA.

Ms. Turner and Ms. Spence attended many events and meetings this past month. Events: Florida Arts Tour, Addys, Clyde Butcher on Good Day Orlando, Mardi Gras Dog Parade, Always Patsy Cline, Bike Rally. Meetings: Halifax Health PR meeting, River of Lakes.

Ms. Spence has attended the Enterprise Chili Cook-off, Clyde Butcher Exhibit and book signing, TheXpos wedding show, The Center at Deltona, Florida Black Bear Scenic Byway Meeting, FLOWER meeting, WVHS marketing meeting and board meeting, Boomer Expo Cocoa, Women's Expo The Villages, the Spring Into Spring Ride w/ SJR2C loop alliance, Chamber BAH at Victoria Hills Golf Club, TheXpos networking mixer, and the DeBary Golf & Country Club bridal mixer.

**New Business:** None

**General Discussion:** Ms. Sullivan stated that there is a petition to change the name of the Wekiva Basin to Wekiva Basin and Middle St. Johns. Ms. Elliott updated on the status of the 2020 Florida Wine & Grape Growers Conference. She stated that they have secured a space for 2020 but if they have over 100 attendees they will need to find an alternative for future years.

**Adjourn:** With no further business; Mr. Wilson made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 9:59 a.m.