

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, April 17, 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

**Also Present:** Charles Hargrove, Volusia County Deputy County Attorney; Michael Benedict, Hollee Palot and Sunnyie Fillegar, Benedict Advertising; Brian Rothwell, Volusia County Activity Project Manager; Bud Hanson, Tribe Branding; Samantha Burke, Hampton Inn DeLand

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

**Election of Officers:** Ms. Sullivan nominated Doug Little for President for 2019-21, seconded by Sue Elliot and approved unanimously. Mr. Little nominated Cindy Sullivan for Vice President, seconded by Sara Patel and approved unanimously. Mr. Arney nominated Sara Patel for Treasurer, seconded by Cindy Sullivan and approved unanimously.

**Call for Public Participation:** None

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

**March Financials:** Ms. Turner stated that she is making progress with the changes to accounting and financial reporting procedures. She stated that Dreggors, Rigsby & Teal (DRT) has devised a new chart of accounts that will agree with what the auditors are using. Ron Cantlay from DRT will discuss the accounting changes that have been made at next month's meeting. Ms. Elliott made a motion to approve the February financials, seconded by Mr. Wilson and approved unanimously.

**Presentation of Strategic Plan:** Bud Hanson of Tribe Branding went through the beginnings of the Strategic Plan that is being developed using input from a number of West Volusia partners. He recommended a segmented approach that would include: Arts & Culture, Health & Wellness, Weddings, and Outdoor Enthusiasts. He will also utilize information from the Response Marketing Group's data analysis in his final plan.

**Discussion & Approval: Change in Employee Staffing Agreement:** Mr. Hargrove discussed the liability involved in staying with our current staffing company. He stated that AUE is a leased employee company that assumes all liability for civil law disputes, etc. and assumes personal liability for the board members, the organization, and the County of Volusia. He also stated that AUE is a national firm that can fulfill all duties that RMI is handling. Ms. Turner will meet with AUE before the next Board Meeting. Ms. Elliott made a motion to make the change to AUE, seconded by Ms. Patel and approved unanimously.

**Update from Benedict Advertising:** Ms. Fillegar gave a digital recap of the previous month. The March Google Analytics reporting shows that VisitWestVolusia.com received 1,292,999 impressions from Google Adwords, along with 22,525 impressions from a search campaign. The search campaign had a CTR of 11.43% and a CPC of \$2.30. The travel industry average is 4.68% CTR. Remarketing ads received 796,291 impressions with a CTR of 1.04% which netted 8,271 clicks. YouTube ads featuring the Grand Recap of "What's Happening in West Volusia" videos received 474,183 impressions with 247,126 viewing at least 50% of the video, 36.11% watched 100 % of the video. The ads resulted in

1,294 clicks. Facebook Lead Generation ads resulted in 19,225 impressions and 104 leads with a CPL of \$4.81. The Facebook Likes Ad netted 209 with a CPL of \$ 2.39. The Facebook Wedding Guide ad received 518,778 impressions with 99 link clicks and a CPL of \$2.78. The March events e-blast had an open rate of 13.3% with a click rate of 1.8%.

The public relations update included a number of articles featuring the unveiling of the new Swallow Tailed Kite mural at Lake Woodruff. The articles were featured in the Daytona Beach News Journal as well as Hometown News, the West Volusia Beacon, and VolusiaCountyMoms.com.

On the horizon, a new episode of "What's Up In West Volusia" will be released any day now and Erica Group and Jordan Kahn have been filming segments all over West Volusia for the remaining episodes.

Mr. Arney asked Ms. Fillegar to check on the CPC for the Google Analytics. It appears to have doubled the normal amount.

**Executive Director's Report:** Ms Turner showed off the Shining Example Award for Best Marketing for Budgets of \$100K-\$500K that was won at the Southeast Tourism Society meeting in Daytona Beach. During the STS meeting, Ms. Turner also attended a Travel Media Meetup with 30 writers and bloggers.

Ms. Turner hosted Butch Newell from the Florida Outdoor Writers Association (FOWA) who will be coming to Volusia County in September on a site visit of West Volusia. She also attended their Board Meeting dinner in Ponce Inlet to discuss story opportunities in West Volusia during the conference. One of the Board members has already written a great story about Wings of the West as a result of that visit.

Speaking of the Wings, local attorney Michael Woods with Cobb & Cole rode his bike to all six wings in one day, took photos and used the hashtag #6wings2wheels1day. He met with Ms. Turner last week and would like to develop a PR campaign to send the route out to bike clubs and cyclists. If riders finish the route and help publicize it, they would receive a t-shirt, courtesy of Cobb & Cole.

Ms. Turner met with organizers of the Central Florida Legends Marathon, Half Marathon and 5K in November, West Volusia Runners, who already have 200+ people signed up to run. The organizers plan to come to the Board for sports funding in the near future. Ms. Turner has also met with several others who say they will apply for funding: Crappie USA, Florida Bass Nation, DeLand Sports Aviation Showcase and West Volusia Kennel Club.

WVTAA also worked with Benedict Advertising and the Daytona Tortugas on a promotion that involves exposure to their out of area visitors. WVTAA will be attend the annual Redsfest in Cincinnati later this year as well as hosting the post-game recaps of all 140 games through all social media platforms. The total amount of this promotion was \$5,000 per a board vote earlier this year.

Ms. Spence attended the Spring Florida Showcase at Visit Florida's US 231 Welcome Center. As for Visit Florida's future, everything is still on hold. FADMO reports that both renewal of the entity and funding won't be decided for a few more weeks. Ms. Turner is continuing to update our representatives and senators and will keep the Board informed.

Visit Florida continues to send influencers, bloggers and journalists. Last week staff hosted Allie and Sam, lesbian influencers from Nova Scotia who have 115K followers on Instagram. In May staff will host a writer and photographer from Wildamaze media platform from China as well as a writer and photographer from Epoch Times, a Chinese language publication in Canada.

Meetings attended: Florida Department of Transportation District 5 Workshop, Florida Public Relations Sales & Marketing workshop, River of Lakes monthly meeting, Volusia Hispanic Chamber's roundtable with Congressman Michael Waltz.

Some of the Events attended: Fireflies at Blue Spring State Park, DeLand Wildflower Festival, AJGA Golf Tournament, Pink Floyd tribute concert at Athens Theatre, New Sculpture Walk reception, unveiling of the Volusia County Courthouse historic marker and the Tri-Chamber '20s network event at The DeLand Hotel.

Ms. Turner reported that the Travelodge in Deltona is undergoing a major renovation. Owners are looking for a restaurant to move in. Also, ground has been broken on the new Holiday Inn Express in DeLand. The sign says it will open in 2020.

**New Business:** None

**General Discussion:** Ms. Sullivan invited everyone to attend the dedication of the new monarch butterfly mural in Downtown DeLand that was being hosted by River of Lakes Heritage Corridor.

**Adjourn:** With no further business; Ms. Sullivan made a motion to adjourn, seconded by Ms. Rawlins-Adams. The motion passed unanimously at 10:55 a.m.