

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, May 15, 2019**

**MEETING MINUTES**

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

**Staff:** Georgia Carter Turner, Executive Director; Dena Scroggins, Marketing & Projects Manager

**Also Present:** Charles Hargrove, Volusia County Deputy County Attorney; Michael Benedict, Hollee Pallot and Sunnyie Fillegar, Benedict Advertising; Brian Rothwell, Volusia County Activity Project Manager; Jim Harenchar, Response Marketing Group; Ron Cantlay, Dreggors, Rigsby & Teal; Taylor Hendrix, Stetson University; Samantha Burke, Hampton Inn DeLand; Bob Davis, Volusia County Hotel Lodging Association

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

**Call for Public Participation:** None

**April Minutes:** Ms. Patel made a motion to approve, seconded by Ms. Rawlins and approved unanimously.

**April Financials:** Ms. Turner introduced Ron Cantlay with Dreggors, Rigsby & Teal. He gave a breakdown of the financial statement restructuring that has taken place. Ms. Patel stated that she likes the new format and everything seemed to be in good shape. Ms. Elliott made a motion to approve the April financials, seconded by Mr. Wilson and approved unanimously.

**Review & Discussion: Replacing RMI Payroll Service Agreement with AUE Independent Contractor Employee Leasing Agreement**

Ms. Elliott made a motion to end the contract with RMI and go to AUE, seconded by Mr. Wilson and approved unanimously.

Ms. Patel made a motion to give Ms. Turner and Ms. Spence a 10% raise due to an expanded scope of services, seconded by Ms. Rawlins and approved unanimously. Mr. Hargrove said the next step is for Ms. Turner needs to meet with Tom Motes and Donna DePeyster from the County and report back to the Board.

**Data Profile Analysis Report:** Jim Harenchar from Response Marketing Group went over the Data Profile Analysis. Mr. Harenchar stated that they used 17,000 pieces of data to develop the Data Profile Analysis which identified a number of geographical hotspots and a target of suburban, Boomer, female, upper middle income, with kids. He recommended doing digital testing in some of the markets that were identified on the heat map.

**Presentation: Stetson Athletics Sponsorship Update:** Taylor Hendrix of Stetson University discussed the recent Stetson Athletics Sponsorship and additional opportunities for the upcoming season. Mr. Hendrix stated that as of today, the West Volusia banner ad on GoHatters.com had received 2.4 million impressions, commercials had been shown during 60 events on ESPN and 5,000 people are receiving an email blast weekly that features the West Volusia banner ad.

**Update from Benedict Advertising:** Ms. Fillegar gave a digital recap of the previous month. The April Google Analytics reporting shows that VisitWestVolusia.com received almost 1.29 million impressions from Google Adwords, along with

25,675 impressions from a search campaign. The search campaign had a CTR of 11.57% and a CPC of \$1.01. The travel industry average is 4.68% CTR. Remarketing ads received 761,444 impressions with a CTR of 1.08% which netted 8,232 clicks. YouTube ads featuring the Grand Recap of "What's Up in West Volusia" videos received 497,327 impressions with 279,796 viewing at least 50% of the video, 33.11% watched 100 % of the video. The ads resulted in 1,454 clicks. Facebook Lead Generation ads resulted in 18,262 impressions and 93 leads with a CPL of \$5.38. The Facebook Likes Ad netted 255 with a CPL of \$1.96. The Facebook Wedding Guide ad received 744,036 impressions with 130 link clicks and a CPL of \$2.12. The April events e-blast had an open rate of 18.2% with a click rate of 1.2%.

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, Benedict Advertising will collaborate with Tribe and RMG for strategic planning and will work with Fishing University on a fishing show to be filmed in West Volusia.

**Executive Director's Report:** Ms. Turner stated that this month we have hosted several travel writers:

- 1) Kathleen Walls and Deb Thompson who were traveling around Florida for GoRVing at Cassadaga. They both wrote blogs as a result.
- 2) Neala Schwartzberg from OffBeatTravel in Jacksonville
- 3) Clark Tien and Andy Zhang from Wildamaze, a Chinese media platform
- 4) Elaine Xie from Epoch Times and Ontario Travel, Chinese language publications in Toronto and Vancouver

Tourism Week Festivities began with breakfast with Bob Davis and Lodging Association, New Smyrna Beach luncheon and the West Volusia Fish Fry. Other events attended this month included: Trail Town Celebration in Deltona, Water Festival, Cracker Day, Butterfly Mural Dedication, Wild Game Feast, Historic Oakdale Cemetery Walk, Spirit of Life Gala Day at Cassadaga, "Singin' in the Rain" at Athens, Wine & Tapas with DeLand Chamber.

Meetings attended included: Florida Black Bear Scenic Byway, 3 CVBs with Team Volusia, West Volusia State of the Region, Ann Sallee with Superior Small Lodging, the River of Lakes monthly meeting, and VISIT FLORIDA Marketing Council.

Ms. Spence attended the Flower Wedding Expo, Boomer Show in Jacksonville, Perfect Wedding Guide's I Dos & Brews Event, Travel Expo in the Villages, and is attending the second year of Southeast Tourism Society Marketing College this week.

VISIT FLORIDA ended up with \$50 million in the state budget until June 2020. This is down from \$76 million, but at one point the House was going to sunset the organization with no funding. Ms. Turner encouraged board members to contact lawmakers before the new session starts in January 2020.

A new project is the Tear Off Map with locations of the six Wings of the West.

**New Business:** None

**General Discussion:**

**Adjourn:** With no further business; Ms. Sullivan made a motion to adjourn, seconded by Ms. Elliott. The motion passed unanimously at 10:35 a.m.