

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, June 19, 2019**

**MEETING MINUTES**

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

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

**Also Present:** Elizabeth Murphy, Volusia County Deputy County Attorney; Hollee Kennedy and Sunnyie Fillegar, Benedict Advertising; Brian Rothwell, Volusia County Activity Project Manager; Samantha Burke, Hampton Inn DeLand; Pat Northey; Don Stoner, Stacey Stoner, and Stacy Flynn of West Volusia Runner's Club/Runner's High; Nicole Bureau and John Rostoks, Skydive DeLand

**Call to Order:** Mr. Little called the meeting to order at 9:00 a.m.

**Call for Public Participation:** None

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

**May Financials:** Ms. Turner stated that she has included the new Variance Report and a copy of the latest bank reconciliation -- currently DRT is working to remove some of the old items. Mr. Little requested headers for all columns on all pages of the financial reports. Mr. Wilson made a motion to approve the May Financials, seconded by Ms. Sullivan and approved unanimously.

Ms. Turner stated that she has been working with AUE and WVTAA staff will officially start employment next week. She stated that AUE was able to secure better dental and eye insurance for staff and have seamlessly transferred FHCP and Aflac insurance. Ms. Murphy asked Mr. Little to sign the contract to officially make the change to AUE.

**Presentation: Trails Update by Pat Northey**

Ms. Northey updated the Board on the status of trails development throughout the county. She stated that 23% of all revenue in the State of Florida is from Tourism and 73% of those visitors include nature-based activities.

**Sports Funding Requests:**

- 1.) A Celebration of 60 Years of Skydiving – To be held October-November 2019. Ms. Sullivan made a motion to approve \$800 for sponsorship, seconded by Ms. Patel and approved unanimously.
- 2.) DeLand Sport Aviation Showcase – To be held November 14-16. Jana Phillip is requesting a sponsorship of \$2,000 for the WVTAA to be the "Official Travel Partner". Ms. Sullivan made a motion to approve the sponsorship for \$2,000, seconded by Ms. Patel and approved unanimously.
- 3.) Central Florida Legends Marathon, Half Marathon, and 5K – To be held November 24, 2019. Mr. Arney made a motion to approve a \$2,000 sponsorship, seconded by Ms. Sullivan and approved unanimously.

**Update from Benedict Advertising:** Ms. Fillegar gave a digital recap of the previous month. The May Google Analytics reporting shows that VisitWestVolusia.com received almost 744,745 impressions from Google Adwords, along with 17,236 impressions from a search campaign. The search campaign had a CTR of 8.65% and a CPC of \$1.09. The travel industry average is 4.68% CTR. Remarketing ads received 390,535 impressions with a CTR of 1.25% which netted 4,891

clicks. YouTube ads featuring the Grand Recap of “What’s Up in West Volusia” videos received 336,974 impressions with 183,472 viewing at least 50% of the video, 18.49% watched 100 % of the video. The ads resulted in 1,558 clicks. Facebook Lead Generation ads resulted in 20,157 impressions and 86 leads with a CPL of \$5.81. The Facebook Likes Ad netted 326 with a CPL of \$1.53. The Facebook Wedding Guide ad received 715,006 impressions with 107 link clicks and a CPL of \$2.57. The May events E-blast had an open rate of 14.3% with a click rate of 1.4%.

The public relations update included an article in the West Volusia Beacon with an image from the fish fry at Highland Park Fish Camp. The article talked about the record number of tourists that visited Volusia County in 2018.

On the horizon, Benedict Advertising will collaborate with WVTAA on the Wellness Initiative and media planning for the upcoming year.

**Executive Director’s Report:** The majority of the past month has been spent on planning the budget. Ms. Turner met with Benedict Advertising and County staff to start putting the plan down on paper. Staff will present the plan to Board members individually before the next meeting with the final presentation at the July meeting. The final plan is due to the County Budget Office on July 19, with a presentation to the County Council August 6.

WVTAA has had two meetings about a new marketing initiative – Wellness. There were 40 people at the first meeting. The group has decided to use WVTAA’s wedding marketing as a guide to promote to this market, creating a new Wellness landing page, enewsletter and Facebook page.

Ms. Spence and Ms. Turner attended the FADMO/now Destinations Florida Marketing Meeting in Hutchinson Island May 22-24. Other meetings: Presented to West Volusia Leadership class; planning with spouse group of Institute of Internal Auditors meeting which will take place in December; met with Advent Health on using our materials for recruitment; Florida Public Relations Association featuring Lori Campbell Baker from Daytona Beach CVB; River of Lakes monthly meeting; Lodging and Hospitality Association monthly meeting; Central Florida Visitor Study Project; Florida Greenways Trails Foundation Reception in Clermont; West Volusia Chamber’s Legislative Breakfast. Other special events: Sue Ryan speech on Stetson Family at WV Historical Society; Chamber Mega Mixer at Embry-Riddle; MainStreet DeLand’s Ice Cream Walk; Odd Elixir on Good Day Orlando.

Ms. Spence has attended both I-95 and I-10 Welcome Centers’ Florida Showcase. She also attended Wedding Professionals of Volusia County meeting, FLOWER (Fla. Organization of Wedding & Event Representatives) meeting and distributed the new tear-off map to 22 locations.

**New Business:** None

**General Discussion:** Ms. Sullivan stated that the FDOT selected River of Lakes for an economic impact study to be completed by the University of Florida. She also stated that the FDOT annual scenic highway meeting is going to be held in West Volusia again this year at DeBary Hall on September 26.

**Adjourn:** With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Elliott. The motion passed unanimously at 10:29 a.m.