

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, June 20, 2018**

MEETING MINUTES

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

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

Also Present: Elizabeth Murphy, Assistant Volusia County Attorney; Michael Benedict and Bridget Anderson, Benedict Advertising & Marketing; Deborah Devine, Courtyard by Marriott; Jana Filip, City of DeLand

Call to Order: Ms. Sullivan called the meeting to order at 9:00am. Ms. Sullivan started the meeting off by saying that after reviewing the packet, she noticed that the collections for this month are higher than they have been in a decade.

Call for Public Participation: None

April & May Minutes: Mr. Wilson made a motion to approve the April 2018 meeting minutes, seconded by Ms. Patel and approved unanimously.

April Financials: Ms. Patel stated sales are up and West Volusia is doing better than the other sectors in Volusia County. She also stated that there was a difference in ad-coops, and she wanted clarification on that. Ms. Turner stated that she would look into that and get back with her. Mr. Arney made a motion to approve the April and May 2018 financials, seconded by Ms. Elliott and approved unanimously.

Discussion and Approval of Sports Marketing Funding for the DeLand Sports Aviation Village & Showcase: Jana Filip stated that the City of DeLand is currently building a new structure that will serve as a welcome center and office for aviation airport staff. A grand opening will be held in October. The building is 80% funded by FDOT. Phase I of the Sport Aviation Village has been approved and is breaking ground this summer and will have 6 commercial hangers. The Sport Aviation Showcase is projected to have approximately 108 vendors and 5,000 attendees. Checkout is Saturday, so it shouldn't be too much of a burden on the hotels with Stetson Homecoming being the same weekend. The FAA Safety Team will do an e-blast to all pilots in Florida and there will be a 3-week cutoff for booking. The board discussed the "value jump" from a \$1,000 to a \$2,000 sponsorship. Mr. Wilson made a motion to approve a \$2,000 sponsorship for the Sport Aviation Showcase (details to be worked out with Benedict Advertising and Jana Filip at a later date), seconded by Mr. Arney and approved unanimously.

Update from Benedict Advertising:

Mr. Benedict stated that Mr. Cravens is no longer with the company, so he has taken the account back over. Mr. Benedict introduced Bridget Anderson who has been working on the digital side for quite some time. Ms. Anderson broke down the results from the April/May Google Adwords campaigns. The search campaign had an 8.55% CTR which is well above the industry average of 4.68% and a CPC of .93. The remarketing campaign received over 659K impressions with a CTR of 1.23% and a CPC of .41. The YouTube campaign received almost 1.4M impressions, over 152,962 views, and 732 clicks.

Facebook lead generation had 23,645 impressions with a reach of 15,892 and 132 leads. Cost per click was \$6.91. The Facebook page like campaign received over 24,507 impressions with a reach of 6,909. The latest "What's Up In West

Volusia" video now has 37K views on Facebook. The Gainesville Awareness campaign received over 99,235 impressions and a reach of 32,215. Of those, 193 actions were taken. The VISIT FLORIDA Facebook Co-Op reached 916K people, received over 4,835 clicks, and 1,371 watched the video to 100% completion.

Executive Director's Report:

Ms. Turner stated that she and Ms. Spence attended the Florida Association of Destination Marketing Organizations (FADMO) meeting in Palm Coast April 18-20 and then she went to the Southeast Tourism Society meeting in Myrtle Beach April 21-25. While there, she received her Travel Marketing Professional certification that she's been working on for 3 years and also received the Dorothy Hardman Spirit of STS award.

National Tourism Week in May went very well. Ms. Turner spoke at the WV Chamber AM Connection, attended the Hotel Lodging Association Meeting and New Smyrna CVB's luncheon. There were 75 tourism partners in attendance at the first West Volusia Tourism Week Celebration on May 9 -- an old-fashioned fish fry at Highland Park Fish camp. Ms. Turner thanked Board member Bryn Rawlins Adams and her staff and everyone who came out.

West Volusia hosted the Florida Scenic Highways Program Statewide Meeting at Hopkins Hall in Lake Helen on May 17. There were 55 representatives from the state's 26 scenic highway programs at the meeting. The day before the meeting, WVTAA planned a tour of some of the River of Lakes' attractions -- Historic Lake Helen and Cassadaga -- as well as a dinner at Sinatra's for attendees who arrived early.

WVTAA worked with VISIT FLORIDA and the tourism offices in St. Augustine and Jacksonville to bring in "influencer" and blogger Raymond Cua for three days. At last count (and he's still posting), there were two blogs, two YouTube videos, four Food Instagram posts, four Travel Instagram posts, eight personal Instagram posts, an Instagram Story Highlight on the area, 10 Facebook posts and 35 Tweets.

Ms. Spence has been on the road at several events in the past 2 months: FLOWER (which is FL Organization of Wedding & Events Representatives) Wedding Expo at Daytona International Speedway, Travel Expo and Spring Fling at the Villages, Xpos Wedding Show in Orlando, Perfect Wedding Guide Show in Orlando and a Visit Florida update with Ken Lawson also in Orlando. She has been working diligently on our new Wedding Guide which should be ready soon.

Some of the other events attended in the last two months included Cracker Day, Water Festival, Ribbon Cutting of Georgia Ave. redevelopment, the grand opening of the Hard Rock Hotel in Daytona Beach, DeLand Chamber's FAB luncheon, 2 River of Lakes meetings, the Chamber Mega Mixer at Embry-Riddle and the Eastern Chapter meeting of the Society of American Travel Writers over in Cape Coral.

For the next month, staff will be working on the 2018/2019 budget. Ms. Turner stated that a letter from the County of Volusia Budget Office had been sent out to all board members. The letters states that our 2018-19 disbursement will be \$618,071. Budget will be completed and presented at the next board meeting on July 18, then presented to the county by July 25. The County Council meeting to discuss the budget will be August 21.

New Business: None

General Discussion: Deborah Devine of the Courtyard by Marriott stated that the hotel should be open by end of July/early August.

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 10:40am.