

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, July 17, 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; Kristine Spence, Marketing Coordinator

**Also Present:** Elizabeth Murphy, Volusia County Deputy County Attorney; Greg Otte, Benedict Advertising; Brian Rothwell, Volusia County Activity Project Manager; Paul Alpers, Crappie USA

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

**Call for Public Participation:** None

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

**June Financials:** Ms. Patel stated that for the smallest ad authority we are doing better than the others. Ms. Patel stated that payroll increased a little due to the move to AUE. She stated that may result in a need for an increased contingency in 2019-20. Ms. Turner stated that could be addressed after the audit. Ms. Turner stated that we are still working with DRT to clear up the old transactions on the bank reconciliation. Ms. Turner stated that the reason that the workers comp has increased is that they qualify us in a different workers compensation code.

**Discussion and Approval of Sport Funding for Crappie USA:** Mr. Alpers stated that was hoping to bring the tournament trail to Florida on December 7, 2019. He stated that it is a one day event but will result in multiple overnight stays per team because they will pre-fish the area due to the tournament. The fee for bringing the one-day national qualifier to West Volusia is originally \$6,500, but he will drop it to \$5,500 if we commit. The tournament will be advertised in the Outdoor Journal and national tournament brochures. Total print materials will reach 220,000 people. Ms. Patel made a motion to approve \$5,500 in funding for the Crappie USA Tournament, seconded by Ms. Rawlins and approved unanimously.

**Discussion and Approval of the 2019/2020 Fiscal Year Budget and Marketing Plan:** Ms. Turner called each board member in advance to go over the budget with each of them individually but gave a brief overview of the 2019-20 budget and marketing plan in the event that there were any questions. Ms. Elliott made a motion to approve the 2019-20 budget as submitted, seconded by Ms. Patel and approved unanimously.

**Update from Benedict Advertising:** Mr. Otte gave a digital recap of the previous month. The June Google Analytics reporting shows that VisitWestVolusia.com received 1,081,713 impressions from Google Adwords, along with 19,197 impressions from a search campaign. The search campaign had a CTR of 6.3% and a CPC of \$1.38. The travel industry average is 4.68% CTR. Remarketing ads received 626,187 impressions with a CTR of 1.125% which netted 7,002 clicks. YouTube ads featuring the Grand Recap of "What's Happening in West Volusia" videos received 436,329 impressions with 181,689 viewing at least 50% of the video, 18.74% watched 100 % of the video. The ads resulted in 1,874 clicks. Facebook Lead Generation ads resulted in 26,531 impressions and 83 leads with a CPL of \$6.02. The Facebook Likes Ad netted 281 with a CPL of \$1.77. The Facebook Wedding Guide ad received 299,516 impressions with 46 link clicks and a CPL of \$2.4357. The June events e-blast had an open rate of 13.1% with a click rate of 1.0%. The Visit Florida

Remarketing Campaign received 386,530 impressions, 856 clicks and a CTR of .22%. The public relations update included event submissions to GOSH PR for a story about “Digital Detox for Kids.” On the horizon, Benedict Advertising is working with Flip.to on an advocacy campaign that will launch in September.

**Executive Director’s Report:** The majority of the past month has been spent planning the budget. Ms. Turner is meeting with the County Manager tomorrow to review the plan, with the final plan due to the County on July 19. Ms. Turner will present the plan to the entire Council on August 6.

WVTAA hosted Travel writer Karen Bartlett in Cassadaga June 22-23, as well as taking outdoor writer Ken Perrotte fishing with Jack Smith of Crappie at Night for a story in Crappie Now magazine. Staff also hosted Sheldon the Daytona Tortugas mascot in downtown DeLand for a photo and video shoot that will be used for promotion. Ms. Spence is continuing to distribute the tear-off map and digital frames.

Meetings: New West Volusia Historical Society Director Sarah Thorncroft; Janine Koslow, Tour & Travel Instructor at Deltona High; Ann Sallee, Superior Small Lodging; River of Lakes monthly meeting at Stetson Aquatic Center; Perfect Wedding Guide luncheon at Victoria Hills Golf Club.

Events: Farewell reception for Clay Henderson at Stetson; De La Vega’s 15<sup>th</sup> anniversary; The Daytona (hotel at One Daytona) grand opening; Perfect Wedding Guide show in Orlando; ICAST (International Convention of Allied Sportfishing Trades) in Orlando; DeLand Christmas Boat Parade Kick off/Business After Hours at The Artisan; Ribbon cutting at Hatters Sports Lounge.

The West Volusia episode of “How to DO Florida” started airing throughout the state last week.

**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. Mr. Wilson stated that Yuengling is doing a promotion in Tampa called “Find Your Wings” and he thought it would be a great opportunity for a collaboration between Yuengling and the Wings of The West Mural Trail. Ms. Turner will work with Benedict Advertising to find a contact.

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