

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, August 15, 2018**

**MEETING MINUTES**

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

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

**Also Present:** Elizabeth Murphy, Volusia County Assistant Attorney; Michael Benedict, Sunnyside Fillegar, and Bridget Anderson, Benedict Advertising; Susan Shephard, Cathy Driggers, West Volusia Kennel Club; Deborah Devine, Courtyard by Marriott

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

**Call for Public Participation:** None

**July Minutes:** Ms. Sullivan made a motion to approve the July 2018 meeting minutes, seconded by Mr. Wilson and approved unanimously.

**July Financials:** Ms. Patel stated that there was a credit this month for Benedict Advertising. Ms. Turner stated that the credit was for Facebook ad charges to the credit card between June and July. Mr. Arney asked if the September budget amount of \$40,000 was a placeholder or how that number was determined. Ms. Turner stated that the number was determined by using historical figures. Ms. Patel stated that revenues were up by 14% and we are again up over the other two ad authorities. Mr. Wilson made a motion to approve the July Financials, seconded by Mr. Arney and approved unanimously.

**Discussion and Approval of Check Signing Privileges for Fixed Expenses:** Ms. Turner stated that she wanted to request the Board's approval to sign checks for Aflac and Florida Health Care Plans. The board had previously approved fixed check signing privileges for the monthly rent check. Ms. Patel made a motion to approve, seconded by Ms. Sullivan and approved unanimously.

**Discussion and Approval of Sports Marketing Funding for West Volusia Kennel Club Annual Dog Show:** The Annual Dog Show will be held September 22-23. Mr. Arney stated that the Holiday Inn Express and Comfort Inn have gotten steady business from the event over the years. Mr. Arney stated that the Hampton Inn DeBary is now dog friendly. Ms. Shephard stated that a show in Orlando brought in \$685 of economic impact for each exhibitor. Ms. Driggers stated that a study done in Volusia County several years ago showed that the show brought in over \$1 million in economic impact. Ms. Driggers stated that this show will attract 1300-1400 dogs per day. Ms. Driggers stated that she recommends that the hotels charge a cleaning fee or non-refundable pet deposit for those who don't normally accept pets and if they had problems with guests not being responsible pet owners to let the club know and they can address it. Ms. Shephard stated that there will be posters printed and a number of e-blasts sent to market prior the event. Ms. Sullivan made a motion to approve funding in the amount of \$1,000, seconded by Mr. Wilson and approved unanimously.

**Update from Benedict Advertising:** The Google Adwords advertising campaign netted almost 28K impressions, with a CTR of 7.99%. The CPC was \$1.04 which is a significantly lower than the industry average of \$4.68. The Google Adwords remarketing campaign received almost 4K impressions with a CTR of 1.01% and a CPC of .47.

The Facebook lead generation received 17,378 impressions with a reach of 9,472. 147 leads were received at a CPC of \$2.89, down significantly from the June CPC of \$11.25. The Facebook Likes ad received over 19K impressions with a reach of 9,682 and netted 259 new page likes. Cost-per-lead was \$1.93. The FADMO FB Co-Op received over 26K impressions and 499 clicks with a click through rate of 1.88%. The ad will run thru September 8.

The Public Relations update included listings for the Lyonia Environmental Center, Barberville Pioneer Settlement, and Stetson Mansion Stetson Legacy Week in the Florida Friday News.

**Executive Director's Report:** Ms. Turner attended a meeting regarding the Daytona Beach Half Marathon and advised them that we would no longer be paying the large fee that has been paid in the past. She's currently working with County Staff on in-kind services to promote the event.

Ms. Turner attended the quarterly meeting of the Tourist Development Council on July 20. Ms. Spence attended another wedding show in Orlando and Ms. Turner attended a meeting of the Florida Black Bear Scenic Byway.

Ms. Turner met with Alexa Sheehan, a board member for the Women in Film & Television Florida about how we can bring more productions into West Volusia. She also spoke with John Lux from Film Florida to make sure that our area is on his radar. Ms. Turner stated that Team Volusia is now serving as the Film Commission for the County.

Ms. Turner has her meeting with Interim County Manager George Recktenwald on August 1. The only two changes the budget office made was reconfiguring the way that the projected overage/contingency is shown and adding an extra percentage to staff's cost of living raises from 3 to 4 percent.

Ms. Spence and Ms. Turner attended a reception for Doug Little's photography exhibit at DeBary Hall on Aug. 2 and then went to a Craft Beer Dinner at the Orange City Racing & Card Club. Ms. Turner attended the monthly Hotel Lodging Association meeting at the Daytona Beach Kennel Club. Ms. Spence also attended the River of Lakes monthly meeting, the monthly FLOWER meeting, a Willow luncheon on marketing with the West Volusia Chamber, a presentation on black history at the DeLand Library and her West Volusia Historical Society Board Meeting.

Ms. Turner met with Michael and Sunnyie from Benedict Advertising, Jana Filip from the DeLand Sport Aviation Showcase, and Patrick Shannon with A7 Advertising about how to work together to promote the Sport Aviation Showcase. Ms. Turner also attended the Volusia County Economic Development's Quarterly meeting at the Daytona Beach airport and met with the Daytona Beach Area CVB about future projects including a site visit by the Southeast Tourism Society Staff in September, the Florida Outdoor Writers Association meeting in Weeki Wachi on September 12-15 where dates will be announced for the 2019 meeting in Daytona Beach, and Florida Huddle in January 2019.

There was a great response to the unveiling of the latest Wings of the West: fairy wings on the fairy trail in Cassadaga. The local newspapers all covered the event and about 50 people attended the unveiling, which was held during the Gala Day event.

**New Business:** None

**General Discussion:**

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