

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, August 21, 2019**

MEETING MINUTES

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

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; Rebecah Kilbury, The ARC; Samantha Burke, Hampton Inn DeLand; Judee Boland and Susan Shepherd, West Volusia Kennel Club

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

Call for Public Participation: Rebecah Kilbury from ARC Volusia spoke about employment and volunteerism opportunities available to community partners.

July Minutes: Ms. Elliott made a motion to approve, seconded by Mr. Arney and approved unanimously.

July Financials: Ms. Turner stated that DRT has been on working AJE's to clear most of the incorrect items off of the bank reconciliation. Mr. Arney questioned why the Miscellaneous Revenue budget and actual amounts were starkly different. Ms. Turner stated that it was due in part to the AJE's as well as the coloring book sales not turning out the way we hoped. Mr. Arney made a motion to approve the July Financials, seconded by Ms. Rawlins-Adams and approved unanimously.

Discussion and Approval of Sponsorship for WVKC AKC All Breed Dog Show: Ms. Shepherd from the West Volusia Kennel Club stated that they were looking for sponsorship for the Dog Days of Summer Dog Show. She stated that the AKC had done a study that said that a show with 1,000 dogs would bring in \$1.2 million in revenue to a community. She stated that they were planning to have approximately 1,250 dogs on the Saturday. The sponsorship money would go for Facebook advertising as well as email blasts to previous exhibitors. Two hotels participated last year and they are hoping to get even more to participate this year. They work diligently with exhibitors to ensure that there is no damage to hotel rooms. Ms. Sullivan made a motion to approve a sponsorship of \$1000, seconded by Ms. Patel and approved unanimously.

Update from Benedict Advertising: Mr. Otte gave a digital recap of the previous month. The July Google Analytics reporting shows that VisitWestVolusia.com received 1,478,998 impressions from Google Adwords, along with 26,640 impressions from a search campaign. The search campaign had a CTR of 9.38% and a CPC of \$1.23. The travel industry average is 4.68% CTR. Remarketing ads received 791,326 impressions with a CTR of 1.07% which netted 8,433 clicks. YouTube ads featuring the Grand Recap of "What's Up in West Volusia" videos received 661,032 impressions with 364,268 viewing at least 50% of the video, 20.85% watched 100 % of the video. The ads resulted in 2,860 clicks. Facebook Lead Generation ads resulted in 31,807 impressions and 118 leads with a CPL of \$4.24. The Facebook Likes Ad netted 341 with a CPL of \$1.47. The Facebook Wedding Guide ad received 685,744 impressions with 103 link clicks and a CPL of \$2.31. The July events e-blast had an open rate of 14.5% with a click rate of .8%.

The Visit Florida Remarketing Campaign received 167,544 impressions, 100 clicks and a CTR of .06% in July.

The public relations update included a story on the #WingsoftheWest on JetSettersBlog.com, a story on Florida Springs with a highlight on DeLeon Springs State Park in the Orlando Sentinel, and a story on the Stetson Mansion in the West Volusia Beacon.

On the horizon, Benedict Advertising is beginning a campaign with Flip.to the first week of September, continued partnership with Stetson Athletics, and the Florida Governor's Conference and receipt award.

Executive Director's Report: The County Council approved our 2019-20 budget on August 6. As for the rest of the month, we hosted Miami travel writer, Liz Amore, who has already written a great article about the area on her web site HappiestTravel.com. We also brought in David Martin from Fox 35's Good Day Orlando to Spring Garden Vineyard to kick off their U-pick Muscadine season. He has been to West Volusia several times in the last few months and we're brainstorming more ideas for him since he does 5 shows a week!

Meetings: River of Lakes monthly meeting; Lodging & Hospitality Monthly Meeting; Brandon Little, new Sports Development Director at Daytona Beach CVB; Daytona Beach CVB's Sports Committee meeting; Linda Ryan and Kim Winters with ME Strong 5K run; Interview for Livability Magazine with writer Cary Estes; Adam Zappia and Joseph Dabbs from Advance Travel & Tourism; Flip.To Meeting; 8th Anniversary Party for the DeLeon Springs Community Association; DeLand Chamber Business After Hours.

Events: Lodging & Hospitality Night at the Daytona Tortugas game where Bob Davis threw out the first pitch; Wedding Expo at Hard Rock Hotel; Recommend Wellness Webinar; Florida Main Street Conference where WVTAA won a merit award for Outstanding Public/Private Partnership with the MainStreet DeLand Association; Summer Bonsai Festival at Schley's Bonsai Supplies; Open Farm Stand Day at Beatz Sweets Farm; West Volusia Chamber After Hours; "The Producers" at the Athens Theatre; Gala Day in Cassadaga; Ribbon Cutting and Grand Opening of Colin's Dream Skatepark in Orange City; Wrap Party for "How To Do Florida" at the Enzian Theatre; Boomers Expo in Orange Park; Aviation Day at the Daytona International Speedway.

Ms. Turner stated that she had asked Ms. Spence to tally all of the travel she has done in 2018-19. She has done 13 Expos, 3 Welcome Center festivals and 10 wedding shows.

We continue to work on upcoming projects and events: Florida Outdoor Writers Association West Volusia Day September 19; Florida Scenic Highway Program's day tour and annual meeting at DeBary Hall, September 25-26; and the Fishing University visit October 27-30.

New Business: None

General Discussion: None

Adjourn: With no further business; Ms. Patel made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 9:46 a.m.