

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, September 19, 2018**

MEETING MINUTES

Present: Doug Little, Pete Arney, Cindy Sullivan, Sara Patel, Bryn Rawlins-Adams, Sue Elliott

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

Also Present: Elizabeth Murphy, Volusia County Assistant Attorney; Greg Otte and Sunnyie Fillegar, Benedict Advertising; Donna Tinoco and Gabriel Smith, Museum of Art- DeLand

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

Call for Public Participation: None

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

August Financials: Ms. Patel stated that the WVTAA is doing consistently better than the other two ad authorities, by at least 15-20%. She stated that both REVPAR and ADR are higher than the other two ad authorities as well. Ms. Patel questioned an outstanding check for \$2,000 payable to the City of DeLand. Ms. Turner stated that it is the sponsorship for the DeLand Sports Aviation Showcase. Mr. Wilson made a motion to approve the August Financials, seconded by Mr. Arney and approved unanimously.

Sunshine Law Presentation: Ms. Murphy presented on the Florida Sunshine Law. All meetings (meetings of 2 or more board members) should be open to the public, duly noticed and minutes taken and promptly recorded. Meetings or gatherings can include emails, group texts in addition to face-to-face meetings. The Attorney General advises that regular meetings are to be given notice 7 days prior while special meetings are required to be given a notice of 24 to 48 hours. Notices are required to be prominently displayed either in the office or on the website and should contain the time, place and date of meeting. Unintentional violations may receive a \$500 fine while intentional violations may receive jail time of 60 days and a \$500 fine. Intentional public records requests violations may receive jail time of up to 1 year, a fine of up to \$1000, and removal of office. Unintentional public records request violations may receive a \$500 fine.

Discussion and Approval of Reallocation of advertising funds for "How To Do Florida" promotion: Ms. Turner showed "How To Do A Florida Fish Camp", the video that was done at Highland Park Fish Camp in 2016. The price is normally \$24,000 for half an episode, but they are offering a discounted rate of \$14,000 in an effort to work with small organizations. Filming would begin sometime between November and April and air sometime in the summer. Ms. Rawlins stated that they are still getting business from the show filmed at Highland Park. Ms. Wilson made a motion for approval, seconded by Ms. Elliott and approved unanimously.

Update from Benedict Advertising: Mr. Otte stated that the Google Adwords advertising campaign netted almost 180K impressions, with a CTR of 7.01%. The CPC was \$1.08 which is a significantly lower than the industry average of \$4.68. A Grand Tour of "What's Up In West Volusia" has received over 160K impressions with over 96K views of at least 30 seconds, 207 clicks, and a view rate of 60.42%. 48.6% have watched the video to 100% completion. The video has 195K views .

The Facebook lead generation ad received 18,908 impressions with a reach of 10,386. 179 leads were received at a CPL of \$2.37, down from the June CPL of \$2.89. The Facebook Likes ad received over 31K impressions with a reach of 15,876 and netted 835 new page likes, up significantly from 259 from the previous month. Cost-per-lead was \$1.90. A Facebook promotion was created for the Wedding Guide which resulted in 9,256 impressions with a reach of 5,942 and 237 clicks. The FADMO Facebook Co-Op received over 85,000 total impressions and 1,465 clicks with a click through rate of 1.71%. The ad ran thru September 8.

The September newsletter had an open rate of 18% with a CTR of 2.7%. The Barberville Fire & Ice event received the highest number of clicks.

The Public Relations update included a listing for the Barberville Pioneer Settlement "Fall Country Jamboree" in the Florida Friday News, publicity for the fairy wings at Cassadaga in the Orlando Sentinel, Hometown News, and The West Volusia Beacon.

On the horizon, the agency is working to finalize the 2018-19 media options; completion of the coloring book, tear off map and the Lyonia Preserve wing installation.

Ms. Turner and Mr. Otte updated regarding the VISIT FLORIDA Flagler Awards. WVTAA received "The Henry" as well "Best of Show" for the "What's Up in West Volusia" video series.

Executive Director's Report: Melody Pittman and her daughter from Vero Beach, who write for several publications and blogs throughout the Southeast visited August 15-17. Ms. Scroggins participated in a Twitter Chat that Ms. Pittman hosted earlier this week. Travel Writer MaryAnn DeSantis from Desoto Magazine and Lake & Sumter Lifestyle also visited September 10, doing features on Stetson Mansion and downtown DeLand. Also, Travel Writer Debi Lander who is on assignment with Ocala Good Life and 5 lifestyle newspapers in the Jacksonville area will be in West Volusia today.

Ms. Turner met with Erica Group and Sandy Falcon at Lyonia Preserve to scope out the location for the latest set of wings – scrub Jays. The artist hopes to complete the wings this month and unveil them on Saturday, October 6.

Ms. Turner attended business after hours with Daytona Beach, West Volusia and DeLand Chambers as well as the Daytona Beach Ad Fed meeting, and she also attended the monthly Florida Black Bear Scenic Byway and River of Lakes meetings. Ms. Spence attended a meeting about the Black Bear Trail being developed in Northwest Volusia.

Michael Benedict set up a meeting with the Team Volusia staff. She also met with Hector Rodriguez from the Puerto Rican festival that is moving from Sanford to DeBary in November.

Ms. Turner met with Southeast Tourism Society staff about the possibility of having their Board Dinner in West Volusia before the March 2019 Connections meeting in Daytona Beach. They ultimately chose a closer destination, but West Volusia will have the opportunity to promote the area to early arrivals.

Ms. Spence and Ms. Turner attended the unveiling of the latest mural in DeLand, dedicated to Rufus Pinkney, then attended the Barberville Fire & Ice event as well as going to the Firecracker 4000 dirtcar race at Volusia Speedway Park that night!

Ms. Turner visited one of our new attractions, Patty's Parrot Palace in DeLand where she attended a goat yoga class. She's also worked on a co-op advertisement with Stetson Mansion to promote the Christmas Spectacular November 15-January 15, which will bring in more than 10,000 visitors.

Ms. Spence attended the Hotel-Lodging Association Awards Luncheon and the Sunwing announcement. They will start twice-a-week nonstop service to Toronto in January. Jay Cassens from the airport will be at our next meeting to give us a

presentation. Ms. Spence also attended Central Florida Wedding Guild luncheon at the Museum of Arts & Sciences and the Florida Bridal & Wedding Expo in Orlando where she distributed the new Wedding Guide.

Ms. Turner attended the Florida Outdoor Writers Association meeting in Hernando County. Volusia County will host FOWA next year, Sept. 19-22, and West Volusia will have a lot of opportunities to bring in writers.

On Monday, the three ad authority directors met with Rhonda Orr and her staff with the Volusia County Business Services – Revenue Division to talk about the county going into an agreement with AirBnB. A contract is currently in the legal department and the county staff will let us know when it is signed.

New Business: None

General Discussion: Ms. Sullivan asked about possible move office locations. Mr. Little filled her in on available space and stated that nothing has been decided at this point. Mr. Wilson presented a flyer about the new monarch butterfly mural honoring DeLand as Florida's first Monarch City. Mr. Wilson made a motion to approve \$1,000 to support the creation of the butterfly mural, seconded by Ms. Patel and approved unanimously.

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 10:25a.m.