

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, September 16, 2020**

MEETING MINUTES

Present: Doug Little, Cindy Sullivan, Sara Patel, Susan Elliott, Pete Arney, Dave Wilson, Bryn Adams

Staff: Georgia Carter Turner, Executive Director; Kristine Spence, Marketing Manager; David Swanberg, Marketing Coordinator

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Brian Rothwell, Volusia County Activity Project Manager; Michael Benedict, Greg Otte and Brenda Sidoti, Benedict Advertising; Johanna Angel and Kim Hayden, Courtyard Marriott DeLand Historic Downtown; Matt Matousek, Stetson Sports.

Call to Order: Mr. Little called the meeting to order at 9:04 a.m.

Call for Public Participation: Introduction of Kim Hayden, new general manager at the Courtyard Marriott DeLand Historic Downtown.

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

August Financials: Ms. Patel gave the financial report. Mr. Wilson made a motion to approve, seconded by Mr. Arney and approved unanimously.

Update from Benedict Advertising:

Mr. Otte reported on the top visited pages on the website for August which included the pages on trails; RV/campgrounds; home page; Blue Spring State Park and latest travel information.

Mr. Otte stated the Google search camping campaign for August generated 35,034 impressions, 2,871 clicks resulting in a CTR of 8.19% and the trail campaign for August generated 98,418 impressions, 2,737 clicks resulting in a CTR of 2.78%.

Mr. Otte presented Facebook results for August. Total reach was 13,573 with 2,134 engagements and 14,073 impressions.

Mr. Otte provided an update on the Enewsletter focusing on camping locations in West Volusia. There were 1,214 total opens, open rate was 15.7% with 96 secondary actions. Top clicks in order were Gemini Springs; Highbanks Marina; Parramore's campground; Contact Us; and St. John's Marina Resort.

Public relations activity was from Simply Southern Mom with articles on Things to do in West Volusia and Blue Spring State Park; and Wherever I May Roam.

Visitors Guides need to be replenished, will reprint 10,000 at \$6k.

Currently spending \$5k on digital promotions, Ms. Patel made a motion to approve additional \$5k be spent on digital promotions, seconded by Ms. Sullivan and approved unanimously.

Executive Director's Report:

Ms. Turner stated "Seems like it's been fishing month"! Paul Alpers from Crappie USA was here to make plans for his two upcoming crappie tournaments Dec. 5 and 12. Then Mike Vallentine from Crappie Masters was here to talk about his tournament set for Jan. 21-23. Turner has also been corresponding with the Kayak Anglers of Florida who will be here at the end of the month.

Staff attended the County Council meeting on Aug. 25 where the 2020-21 budget was approved.

Events: DeLand Chamber's Volusia Vibe at Cress; PPE packing and distribution with Volusia Chamber Alliance; Virtual Wine Women & Chocolate; WV Historical Society webinar on Cole Circus; Drive Thru Senior Expo in Viera with three more to go in Titusville, Palm Bay and Melbourne!

Meetings: Reopen DeLand meetings; Volusia County press conferences and PIN calls; STS Coffee & Conversation; CVB meeting at Daytona Airport; VISIT FLORIDA onboarding; Census committee regarding a last minute push for 2020; Team Volusia at the Center at Deltona; DeLand Chamber's Office Octane; Destinations Florida Nominating Committee; Great Florida Birding Trail/Wildlife Viewing Webinar; Main Street DeLand promotions committee; Superior Small Lodging meeting with UCF; Destination Florida State of the State webinar; Stetson President webinar; Florida Public Relations Association meeting; SATW State of the Industry Zoom meeting; Stetson Athletics webinar; River of Lakes monthly meeting; Daytona Beach Chamber Zoom Networking; Gov. DeSantis VISIT FLORIDA new marketing plan announcement.

Turner said that the Board and staff are invited to the Grand Opening and Ribbon Cutting for the new Holiday Inn Express on Thursday, Sept. 17 at 9 a.m.

General Discussion:

Ms. Sullivan stressed the importance of voting for ECHO/Volusia Forever on November 3. Mr. Wilson made a motion to have Ms. Turner write a letter in support of the initiatives, seconded by Ms. Sullivan and approved unanimously. *(Please note: Upon further discussion with the County Attorney office, this action would be lobbying and should be rescinded at the next meeting.)*

Mr. Little told the Board that Randall Knapp, a developer from Polk County, is working on plans to redevelop the old Blair's Jungle Den into a new resort in Astor (which may be called the Riverwalk) to include 35 hotel rooms. Ms. Patel made a motion to approve Ms. Turner to write a letter in support of the project, seconded by Ms. Elliott and approved unanimously.

Ms. Sullivan shared that River of Lakes Heritage Corridor is working with St. Johns River-To-Sea Loop Alliance and City of DeBary to install three panels that include information on City of DeBary, SJR2C Loop and River of Lakes Heritage Corridor at the SunRail station in DeBary.

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 9:53 a.m.