

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, October 21, 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; Brenna Dacks, VISIT FLORIDA; Kay Galloway, Daytona Beach Convention & Visitors Bureau.

Call to Order: Mr. Little called the meeting to order at 9:03 a.m.

Call for Public Participation: Ms. Dacks provided a brief update of VISIT FLORIDA campaign efforts. Ms. Galloway gave a report of events in Daytona Beach heading into the holidays.

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

The motion made during the September 16th WVTAA board meeting to have Ms. Turner write a letter in support of the amendments for ECHO and Volusia Forever had to be rescinded as WVTAA cannot endorse/lobby the initiatives as a group. Mr. Wilson made a motion to approve, seconded by Ms. Sullivan and approved unanimously.

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

Update from Benedict Advertising:

Mr. Otte reported on the top visited pages on the website for September which included the pages on RV/campgrounds; trails; Farmer's market; Blue Spring State Park; home page and directions/resources.

Mr. Otte stated the Google search camping campaign for September generated 73,271 impressions, 4,711 clicks resulting in a CTR of 6.43% and the trail campaign for September generated 64,405 impressions, 1,694 clicks resulting in a CTR of 2.59%.

Mr. Otte presented Facebook results for September. Total reach was 15,412 with 1,755 engagements and 16,895 impressions.

Mr. Otte provided an update on the Enewsletter focusing on October events. There were 1,213 total opens, open rate was 15.8% with 185 secondary actions. Top clicks in order were DeLand Corn Maze; Lake Helen's Little City Sale; Stetson Mansion; The Fantasticks at Athens Theatre; and Contact us.

Public relations included an article in the *Atlanta Journal Constitution*, and various articles about Governor Ron DeSantis visiting Volusia County announcing new VISIT FLORIDA tourism campaign with Ms. Turner quoted.

Mr. Otte introduced the self-guided interactive trail map and campaign for the Cool Craft Trail concept. Rollout will be at the end of November.

Executive Director's Report:

Ms. Turner said staff attended the Holiday Inn Express Grand Opening on September 17. On that same day, she attended the County Planning Meeting where the Blair's Jungle Den project was approved to be taken to the County Council in November.

Ms. Turner reported the following meetings, events and expo shows attended by WVTAA staff:

MEETINGS: U.S. Travel Recovery Webinar; Tourism at the Movies webinar; Florida MainStreet Annual Meeting tourism session online; Florida Black Bear monthly meeting; MainStreet DeLand promotions meeting, Board Meeting and Reopening DeLand meetings. Also met with MainStreet DeLand regarding their Google grant (\$10,000 per month); Superior Small Lodging board meetings; Daytona Beach Virtual Fam(s); Meeting with Angela Nagele and Cindy Sullivan regarding new ROL magazine; CVB update with Daytona International Airport staff; Daytona Beach Virtual Tourism Day; Volusia Hispanic Chamber Membership Banquet; SATW webinars and Virtual Annual Convention, including 10 appointments with journalists during the Marketplace; STS recovery webinar and Coffee & Conversation as well as chairing the STS Board Nominating Committee; DeLand Chamber's State of the Region event; Cool Craft meetings with Benedict Advertising, Ann-Marie Willaker of Odd Elixir and Joetta Raylots of Cox Media Group; DeLand Chamber Office Octane; River of Lakes monthly meeting; Destinations Florida Virtual Annual Meeting; Wed Pros monthly meeting.

OTHER EVENTS: Read for the Athens Theatre's virtual story time, hosted by Joe Hearn Events; Opening Reception of the Fresh As Fruit Gallery at Tom's Auto Repair; Opening of Museum of Art's American Collage exhibit; Kayak Anglers of Florida Championship weekend activities at Persimmon Hollow and Highland Park Fish Camp; Mini Gala Day in Cassadaga; Persimmon Hollow 6th year anniversary in DeLand and Grand Opening of new location at Lake Eola; Volusia Hispanic Chamber new office grand opening; DeLand Chamber Virtual Wine Tasting; Daytona Beach Business After Hours at Sloppy Joe's; Ribbon Cuttings at Anointed Olive in downtown DeLand and Da Kine Poke Bowl in DeBary as well as the grand opening of Amore Classy Tuxedo in Deltona and the Advent Health Pink Out event at Museum of Art-DeLand. David Assisted with the WV Chamber Facebook Live candidate forums and Kristine presented West Volusia 101 for the Victoria Gardens Women's Club.

TRAVEL: After 50 Expo in Jacksonville; Florida Wedding Expo in Orlando and Wed Pros at Hard Rock; Drive-Thru Expos in Titusville and Palm Bay.

Ms. Turner explained the office had a leak in the windows and landlord Barb Shepherd has spent more than \$5,000 fixing the windows, tearing out affected walls, replacing ceiling tiles and treating mold issue and smell. Also looking at replacing the office flooring. Ms. Shepherd would half the cost with WVTAA.

After the meeting today, Ms. Turner along with the other two CVBs in the county are meeting with Danny Robins who won the County Council District 3 seat. Ms. Turner also said they are preparing for the James Moore audit and working on plans for the Cool Craft Beverage Trial launch at the end of November.

General Discussion:

None

Adjourn: With no further business; Mr. Sullivan made a motion to adjourn, seconded by Mr. Wilson. The motion passed unanimously at 9:40 a.m.