

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, February 17, 2021**

MEETING MINUTES

Present: Sara Patel, Pete Arney, Dave Wilson, Bryn Adams

Remote: Doug Little, Susan Elliott

Absent: Cindy Sullivan

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

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Joanne Magley, Daytona Beach International Airport; Greg Otte and Brenda Sidoti, Benedict Advertising; Brenna Dacks, VISIT FLORIDA.

Call to Order: Mr. Little called the meeting to order at 9:30 a.m.

Mr. Arney made a motion to approve that Mr. Little has a concern and the Board agrees that it is an exceptional circumstance and he be allowed to participate by remote today, seconded by Mr. Wilson and approved unanimously.

Mr. Arney made a motion to approve that Ms. Elliott has a concern and the Board agrees that it is an exceptional circumstance and she be allowed to participate by remote today, seconded by Mr. Wilson and approved unanimously.

Call for Public Participation: none

December Minutes: Ms. Coleman requested wording be adjusted in the motions made for board members to participate remotely to change "extraordinary" to "exceptional". Noted. Ms. Patel had a question about the Fund Balance of \$357,987 if it was for the year. Ms. Turner confirmed that it is. Mr. Arney made a motion to approve, seconded by Ms. Adams and approved unanimously.

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

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

Daytona Beach International Airport update and grant request:

Joanne Magley, Director of Marketing & Customer Experience at Daytona Beach International Airport, requested WVTA support the DBIA application for the Small Community Air Service Development Program (SCASDP) grant through the federal government with a letter of support and financial commitment of \$5,000.

Mr. Arney made a motion to approve a letter of support with a pledge of \$1,000 contingent upon approval from County management with the purpose of the funds to be specifically used towards the marketing effort for new air service. Seconded by Ms. Elliott; approved with one no vote from Ms. Adams.

Update from Benedict Advertising:

Mr. Otte reported on the top visited pages on the website for January which included the pages on recreation/trails; farmer's market; directions/resources; latest travel information; what to do; food-lodging. 90% new; 10% return visitors.

Mr. Otte stated the Google search and display AdWords campaign for January generated 20,361 impressions, 1,196 clicks resulting in a CTR of 5.87%. The CoolCraft Trail campaign in January generated 220,638 impressions, 8,100 clicks resulting in a CTR of 3.67%.

Mr. Otte presented popular search terms, overview of website traffic and traffic by device with mobile users as the leading category. As for social media, Facebook is highest driver to the website.

Mr. Otte provided an update on the Enewsletter focusing on February events. There were 2,431 total opens, open rate was 18.4% with 127 secondary actions. Top clicks in order were DirtCar Races at Volusia Speedway Park; Playing on the Porches at Barberville Pioneer Settlement; Mamma Mia at the Athens; Contact; and the Heart of Spirit Gala Day at Cassadaga event.

Public relations included an article in Cleveland.com spotlighting Blue Spring State Park, several articles on the CoolCraft Beverage Trail and Crappie Masters.

Mr. Otte said the Benedict team is working on opportunities with AARP, Florida-focused programs and events.

Executive Director's Report:

Meetings attended: River of Lakes meetings; MainStreet DeLand promotions committee and Board Meetings; County Council swearing in; US Travel COVID Relief webinar; Met with County Council Chair Brower with other 2 ad authorities and at Daytona Chamber Eggs & Issues; Daphne Keys at Central Florida Zoo; PIN calls; SATW webinar on blogs; WV Historical Society Marketing meetings, board meetings, annual meeting; FRLA webinar; US Travel webinar on Accessing Recovery and their Annual State of the Industry address; Visit Florida Marketing Council meeting; Virtual annual meetings of the DeLand Chamber, the Daytona Chamber and MainStreet DeLand; in-person West Volusia Chamber 10th anniversary banquet and their weekly AM Connections; TDC meeting; LHA meeting; Met with Richard Feller of the Vacation Rental Homeowners Alliance; Met with Zack Hurst re: Stetson Athletics partnership; Wed Pros meeting; STS Salary Webinar; County Auditor Committee; SATW Associates "Party Gras" meeting.

Events attended: Three Kings Festival in Deltona; Barberville Pioneer Settlement's January Jamboree; New wedding venue Granville Farms Open House; I Said Yes Bridal Show at Hilton in Daytona Beach; Marc Bernier radio show 30th Anniversary; Crappie Masters Kids Rodeo and tournament; Xpos Wedding Show at Diamond L.; Trails presentation and bike ride at DeBary Hall; DeLand Chamber ribbon cuttings at Whit's Frozen Custard and Hammer & Stain in Victoria Commons; DirtCar Nationals at Volusia Speedway; Gala Day at Cassadaga.

OTHER:

Ms. Turner announced that the River of Lake Heritage Corridor Scenic Highway recently earned the National Scenic Byway designation.

Ms. Turner mentioned WVTAA is working on the second stage of the CoolCraft Beverage Trail. Moving it to more online, driving traffic through QR codes, Google Adwords etc. since the printed trail map is quickly out of date due to changes from businesses listed. There have also been other establishments that contacted WVTAA wanting to be included on the trail. A tasting event will be held at The Center at Deltona when the time is right.

Ms. Turner stated the county is putting out for RFPs to companies to hold the audit starting next year.

Ms. Turner had site visit with the Antenna Measurement Techniques Association (AMTA) who will meet in Daytona Beach in October and will have an outing for spouses to visit West Volusia for a day.

Ms. Turner discussed her recent meeting with council woman, Barb Girtman on Sunrail coming to DeLand, and that she asked that WVTAA take the lead on creating positive energy for the project through connection with the community.

Ms. Turner shared a story featured in RV magazine on the area and an advertorial in AAA magazine.

Ms. Turner was a guest on KMMO Radio Show with Brian Sowers of Crappie Masters and Joe Hearn on Deltona TV.

WVTAA staff toured D Ranch Preserve with Traci Deen with Conservation Florida. They will open the property for public use for hiking, horseback riding and academic research in the coming year.

Ms. Turner has a VISIT FLORIDA board meeting next week in Orlando. She will attend a virtual Group Travel event with the Southeast Tourism Society (STS), Domestic Discovery in which VISIT FLORIDA is paying the registration cost.

General Discussion: None

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 10:16 a.m.