

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, June 16, 2021**

MEETING MINUTES

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

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

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Brenda Sidoti and Jamie Alexander, Benedict Advertising; Christina Crowley, Holiday Inn Express DeLand; Yvette Ferrell, Courtyard by Marriott

Call to Order: Mr. Little called the meeting to order at 9:02 a.m.

Call for Public Participation: None

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

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

Update from Benedict Advertising:

Ms. Alexander gave an overview of the Google Ads campaign for the CoolCraft Beverage Trail which generated 51,973 impressions, 1,980 clicks resulting in a CTR of 3.81%. Ms. Alexander also reported the Google Ad search campaign for Visit West Volusia generated 33,531 impressions, 1,332 clicks resulting in a CTR of 3.97%

Ms. Alexander gave an overview of channels generating traffic to the website, with organic search, paid search, direct, social and referral being in the top five. Ms. Alexander reported website traffic by device with mobile having the highest users, followed by desktop and tablet. Ms. Alexander presented the top 20 city locations of visitors to the website along with the most popular search terms. For social media, Facebook continues to be the highest driver to the website, followed by Instagram.

Ms. Alexander reported stats from Facebook campaigns for the CoolCraft Beverage Trail, lead generation and total for Cracker Day. Ms. Alexander also provided an update on the Enewsletter for June. There were 2,114 total opens, open rate was 19.3% with 82 secondary actions. Top clicks in order were Playing on the Porches at Barberville Pioneer Settlement, Pride Month, and concerts at Athen's Theatre.

Public relations included article by Travelling Foodie on where to eat in West Volusia, and Cassadaga mention in The New Yorker magazine.

Executive Director's Report: June 2021.

Ms. Turner told the Board that the staff has been spending the majority of our time preparing the budget and marketing plan for 2021-22.

MEETINGS: Attended the Destinations Florida Marketing Summit in St. Augustine; VISIT FLORIDA Marketing Committee and Board Meetings; Candies Motorcoach meeting re: Florida Main Street Conference; Herb Hiller re: Chamber Music Festival; MainStreet DeLand Board meeting; spoke to DeLand Rotary re: River of Lakes Economic Impact study; met with Frank Stewart of Positive Thought Alliance who is doing a weekend conference in October; DeLand Chamber's in-person

Office Octane with County Chair Jeff Brower as speaker; River of Lakes monthly meeting; Simpleview regarding web site; District 5 FDOT Byways workshops; Lodging & Hospitality monthly meeting; Tik Tok webinars; Sparkloft introduction; Bandwango demo; West Volusia Historical Society Marketing & Board meetings; West Volusia Chamber AM Connection.

Ms. Turner said that Ms. Spence is at Southeast Tourism Society Marketing College in Macon. This is his third year and she'll graduate in September. Ms. Turner also met with Susan Shepherd with the West Volusia Kennel Club about dog-friendly rooms for September.

EVENTS: West Volusia Chamber Network at Night at Central Florida Zoo and Central 28; Gobbler's Lodge and DeLeon Springs Trail Ribbon Cuttings; Orlando Foundation for Architecture tours in DeLand with the West Volusia Historical Society; WedPros meeting; Jazz on the Alley; Rotaract Club Social at Nice N' Easy.

SHOWS: Drive-Thru Travel Show in Melbourne; Active After 50 Show in Fernandina Beach; Tampa RV Show.

Ms. Turner also reported that two bloggers have been here this month: Tonya Denmark with Detail Oriented Travelers from Clermont and Liz Amore from Happy Travels who is also on assignment with Carlos Food & Wine.

General Discussion:

Mr. Wilson told the Board he was at Motor Works Brewery in Orlando and they asked how to join in the CoolCraft Trail!

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 9:50 a.m.