

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Tuesday, September 21, 2021**

MEETING MINUTES

Present: Cindy Sullivan, Sara Patel, Susan Elliott, Pete Arney, Dave Wilson

Remote: Bryn Adams

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

Absent: Doug Little

Also Present: Andrea Kerr, Volusia County Assistant County Attorney; Greg Otte, Brenda Sidoti and Jamie Alexander, Benedict Advertising; Christina Crowley, Holiday Inn Express DeLand; Mallory McDonald and Dorothy Dansberger, Falls Festivals of the Arts Committee

Call to Order: Ms. Sullivan called the meeting to order at 9:00 a.m.

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

Call for Public Participation: None

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

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

Discussion and Approval: Event Marketing Funding for Fall Festival of the Arts, DeLand, November 20-21, 2021

Ms. McDonald and Ms. Dansberger from the Fall Festival of the Arts DeLand Committee gave an overview of the two-day festival. 50,000 visitors are estimated to attend the event. There are 160 artists confirmed to date. A marketing budget of \$9,600 is spent to generate attendance. Mr. Arney made a motion to approve the \$2,000 request for event support toward advertising, seconded by Ms. Patel and approved unanimously.

Update from Benedict Advertising:

Mr. Otte gave an overview of the Google Ads campaign for the CoolCraft Beverage Trail which generated 66,258 impressions, 1,653 clicks resulting in a CTR of 2.49%. He also reported the Google Ad search campaign for Visit West Volusia generated 27,415 impressions, 1,405 clicks resulting in a CTR of 5.12%. The campaign for the new What's Up in West Volusia video generated 72,409 impressions, 130 clicks resulting in a CTR of .18%. The CoolCraft Beverage Trail video campaign generated 59,866 impressions, 74 clicks resulting in a CTR of .12%.

Mr. Otte stated that Facebook and Twitter are the major social sources driving traffic to the website.

Mr. Otte gave an overview of channels generating traffic to the website, along with the top 20 city locations of visitors to the website, with the top three being Orlando, Miami and Tampa. He stated website traffic coming by mobile device continues to be the higher user, followed by desktop and tablet.

Examples of social media ads were shown with generated results. Mr. Otte provided an update on the Enewsletter for August that focused on events along the CoolCraft Beverage Trail. There were 2,268 total opens, open rate was 15.71% with 99 secondary actions.

Public relations included mentions on Blue Spring State Park and Cassadaga.

Discussion and Approval for Extension: Benedict Advertising

The contract with Benedict Advertising will expire in October 2021. During the interim of reviewing the Request for Statements of Qualifications from other advertising agencies, including Benedict Advertising, the board discussed extending the agreement with Benedict Advertising until a decision and new agreement has been determined. Mr. Wilson made a motion to extend the services of Benedict Advertising through November 30, 2021, seconded by Ms. Elliott and approved unanimously.

Executive Director's Report: August and September 2021

Ms. Turner shared the big news that WVTAA won Best of Show at the Flagler Awards at the Florida Governor's Conference in Hollywood, FL earlier this month. She presented the actual award and mentioned it has given us a lot of good publicity and attention.

MEETINGS: District 5 Virtual Workshops; SATW Anti-Bias Training; Daytona Airport partner meeting; MainStreet DeLand Board and promotions committee meetings; Florida Main Street/Historic Trust POMS meeting in New Port Richey; MEDO Meeting in Sanford; President Chris Roellke at DeLand Chamber's Office Octane; Budget meeting with County staff prior to budget approval at County Council meeting; Steve Gooch at Funcoast Tour re: CoolCraft bus tours; Pattie Pardee re: John Mellencamp exhibit coming to Museum of Art – DeLand in January; Daytona Beach Chamber Business After Hours at Destination Daytona; Florida Outdoor Writers Annual Conference in Venice; Lunch with Dino Ferri and Daphne Keys re: Central Florida Zoo involvement; City of DeLand Mural Committee; Florida Public Relations Assn. board installation; John Moran, new owner of Hontoon Landing Resort; Site visit for Florida Main Street and Historic Trust; Lunch with Hampton Inn – DeLand's New GM Kim Klafter; DeLand Chamber's Volusia Vibe at Abbey; VISIT FLORIDA Marketing Council; Daytona Beach CVB Virtual Tourism Partner Day; Rotaract Social @ Elusive Grape; Thin Man Watts Jazz Festival committee (postponed until February 2022); West Volusia Chamber Innovators luncheon and AM Connection; Social media committee for DeLand Chamber.

SHOWS: Jacksonville Senior Expo; Florida Wedding Expo in Orlando; WedPros in Daytona Beach; Brews at the Zoo; I Dos and Brews.

EVENTS: MainStreet's Tropical Nights and Stroll our Streets; AAMA Quilt Exhibit reception; Mead Dinner at Odd Elixir; Muscadine U-Pick-Em at Spring Garden Vineyards; Kayak Anglers of Florida reception prior to their tournament; 150th Anniversary of DeBary Hall;

OTHER: Hosted travel writer and blogger Jennifer Huber along the CoolCraft Beverage Trail, a result of the Tourism Showcase at FOWA. Also hosted VISIT FLORIDA for a commercial shoot. Erica Group will unveil her 7th set of wings on the 7th anniversary of the original DeLand Wings. The new set is "mini-wings" for children and fur-babies. Event is 5:30 p.m. Wednesday, September 22.

General Discussion: Ms. Elliott said the Florida Wine & Grape Growers Association meeting has been set in DeLand in June 2022.

Adjourn: With no further business; Ms. Elliott made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 10:00 a.m.