

**West Volusia Tourism Advertising Authority  
Advisory Board Meeting Minutes  
Wednesday, October 20, 2021**

**MEETING MINUTES**

**Present:** Cindy Sullivan, Susan Elliott, Pete Arney, Dave Wilson, Bryn Adams

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

**Absent:** Doug Little, Sara Patel

**Also Present:** Laura Coleman, Volusia County Assistant County Attorney; Brenda Sidoti and Jamie Alexander, Benedict Advertising; Christina Crowley, Holiday Inn Express DeLand; Suzanne Akley, Courtyard by Marriott; Don Stoner, Runner's High/Central Florida Legends Marathon, Half Marathon & 5K.

**Call to Order:** Ms. Sullivan called the meeting to order at 9:03 a.m.

**Call for Public Participation:** Ms. Turner announced that Suzanne Akley has returned to DeLand as the General Manager of the Courtyard by Marriott.

**September Minutes:** Ms. Elliott made a motion to approve, seconded by Ms. Adams and approved unanimously.

**September Financials:** Ms. Turner gave the financial report in Ms. Patel's absence. Mr. Arney made a motion to approve, seconded by Mr. Wilson and approved unanimously.

**Discussion and Approval: Event Marketing Funding**

- **DeLand Sport Aviation Showcase, November 11-13, 2021**

Ms. Turner and Ms. Akley presented the proposal from the DeLand Sport Aviation Showcase, which will be held in DeLand November 11-13, 2021. Mr. Arney made a motion to approve a \$2,500 grant for the event, seconded by Mr. Wilson and approved unanimously.

- **Central Florida Legends, November 21, 2021**

Mr. Stoner presented the proposal from the Central Florida Legends event, which will be held November 21, 2021. The race starts at Gemini Springs and follows along the West Volusia trails. Mr. Stoner told the group he is looking at dates for several other running events in West Volusia, including a Flamingo 15K in April and a "Drag Race" during Pride Month in June. Mr. Wilson made a motion to approve a \$2,000 grant for the event, seconded by Ms. Adams and approved unanimously.

**Discussion & Approval: RSQ for Advertising & Marketing Services.**

After much deliberation among board members, which included discussions regarding qualifications, previous work and the RSQs submitted by Evok Advertising, Benedict Advertising and Aqua Marketing and Communications, Ms. Adams made a motion to approve a one-year contract with Benedict Advertising at \$5,000 per month, with five options for one-year renewal, seconded by Ms. Elliott and approved unanimously. It was also unanimously decided that it was unnecessary to ask each agency to make formal presentations due to the thoroughness of each of RSQ. Ms. Turner will work with Ms. Coleman on the contract which will begin on December 1, 2021.

## **Benedict Advertising & Marketing Report**

Ms. Alexander gave an overview of the Google Search & Display, stating that the grand total of impressions for the CoolCraft Beverage Trail, West Volusia Search, What's Up in West Volusia and CoolCraft Video campaigns was 155,702 impressions. In September, there was a total of 3,761 sessions, 4,089 clicks for a CPC of \$1.60 and CTR of 2.63%. Facebook is the leading Google Search social source with 122 sessions. A traffic overview of the website showed paid search brought 1,282 users, with organic search at 1,177 users. Mobile still dominates the traffic by device, with 2,390 users.

Top website visitor locations are Orlando, with 697 visitors, Miami with 144 visitors and Tampa with 142 visitors. She showed examples of recent Facebook ads. Total Facebook page reach was 245,404, with 18.8K Facebook likes. The September consumer newsletter had 2,398 opens and October had 1,840. In her public relations update, Ms. Alexander said the mini-wings and Flagler Awards both garnered positive press coverage. On the horizon: Bandwango completion and launch; Flamingo and AARP ads and a Stetson Mansion co-op with the Villages.

## **Executive Director's Report: October 2021**

Ms. Turner told the Board that the Tourism office is closed this week to put in new flooring.

**MEETINGS:** Bandwango intro and marketing meetings for the CoolCraft Beverage Trail mobile web site; ribbon cutting for Endless Possibilities in DeLand; Florida Black Bear meeting at Barberville; Rachel Covello with OutCoast who is planning to visit in November; River of Lakes monthly meeting; Steve Gooch with Fun Coast Tours re: CoolCraft beer tour in December; WV Chamber AM Connection at their new meeting location at the Center at Deltona, Events Committee and Network at Night at Direct Physical Therapy; Great Tasting Tours re: future marketing opportunities; District 5 DOT Virtual Workshop; PIN Update; POMS 2022 conference call; Women Empowered event at Dreka; Team Volusia at Sanborn Center; Plaza Resort & Spa staff meeting in DeLand; Lunch with Kate Sark from Volusia County re: county's new wellness initiative; WedPros at River Lily Inn; State of DeBary meeting with DeLand Chamber; DeBary Citizens Academy; SATW webinar on podcasts; Rotaract Club Social.

**EVENTS:** Mini-wings unveiling; Fall Festival of the Arts poster unveiling; WV Chamber BAH on the river cruise at Blue Spring State Park; West Volusia Kennel Club Dog Show; DeLand Craft Show; Going Away Party for Desiree Freeland at MainStreet DeLand who is moving to Washington State; Positive Thought Alliance seminar at Courtyard by Marriott; DeLand Community Gardens mural unveil; DeLand Indie Market; Bike About with Trey Hannah at the County.

**OTHER:** Two of the CoolCraft Beverage Trail locations have reopened: MG Coffee in DeBary and Breyting in DeLand.

**General Discussion:** None.

**Adjourn:** With no further business; Mr. Wilson made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 10:30 a.m.