

**West Volusia Tourism Advertising Authority
Advisory Board Meeting Minutes
Wednesday, February 16, 2022**

MEETING MINUTES

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

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

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Brenda Sidoti, Jamie Alexander, Greg Otte and Michael Benedict, Benedict Advertising; Christina Crowley, Holiday Inn Express DeLand South

Call to Order: Mr. Little called the meeting to order at 9:04 a.m.

Call for Public Participation: None

December 2021 Minutes: Mr. Wilson made a motion to approve, seconded by Ms. Elliott and approved unanimously.

December 2021 and January 2022 Financials:

Ms. Patel gave the financial report. Ms. Patel had a question on the Budget vs Actuals: October 2021-January 2022 on page 2 under Chart of Account 4800 Promotional Advertising/Marketing in the amount of \$37,717. Ms. Turner explained various advertising opportunities are coded in this account. The board requested a breakdown of each advertisement to be coded with the corresponding chart of account code when it exists within QuickBooks.

Ms. Adams made a motion to approve both the December 2021 and January 2022 financials, seconded by Mr. Arney and approved unanimously.

Benedict Advertising & Marketing Report

Ms. Alexander presented an update on digital campaigns, public relations, and upcoming projects.

Ms. Alexander gave an overview of the Google Search & Display ads and explained the addition of bumper and skippable video ads. The grand total of impressions in January for the CoolCraft Beverage Trail, West Volusia Search, What's Up in West Volusia video and CoolCraft Video campaigns were 834,559, with 5,642 clicks, 7,453 sessions, CPC of \$1.81 and CTR of .68%. Facebook continues to be the leading Google Search social source. A traffic overview of the website showed organic search on top with 2,410, followed by paid search with 2,166 users. Mobile continues to dominate traffic by device to the website.

Orlando remains the top location for website visitors, followed by Tampa and Miami. Ms. Alexander showed examples of recent Facebook ads. Total Facebook campaign reach was 260,816, and the total reach for Instagram was 40,367. The January consumer newsletter had a 24.8% open rate, and the February newsletter had a 27.6% open rate. In her public relations report, Ms. Alexander reported press coverage in Livability, AARP, West Volusia Beacon, 55+ Life Magazine and several articles on the Crappie USA and Crappie Masters tournaments held in January were picked up on various mediums. Ms. Alexander also presented the full-page ad that is featured in the The Official 2022 RVers Guide to Florida. Other upcoming ads to be included in AARP in April/May and Undiscovered Florida.

Executive Director's Report: January and February 2022

Ms. Turner gave an overview of recent meetings, events, staff travel and other activities.

She said that Marketing Coordinator David Swanberg has joined the 2022 Leadership West Volusia class. He has also assisted MainStreet DeLand which projects like Match Made on Main Street and the Thin Man Watts Festival poster. In addition, he designed the new WVTAA staff business card.

MEETINGS: Main Street DeLand Board meetings, Annual Meeting and Planning Meeting; POMS meetings; Lodging & Hospitality Assn. monthly meetings; River of Lakes monthly meetings; Destinations Florida Legislative briefing; Meet & Greet for Nikki Natriello, the new Assistant director at Main Street DeLand; Debra Lemon of the Orlando Foundation for Architects who wants to bring another tour to DeLand; VISIT FLORIDA Board Meeting and lunch at Florida Huddle/Florida Encounter in Tampa; Volusia Business Resources meeting; toured Villa Festa, a new wedding venue in DeLand; DeLand Chamber Annual Meeting; speaker at Volusia County Economic Development's Q Breakfast with other two tourism directors; Daytona Chamber's Annual Meeting; various DeLand Chamber Office Octane and West Volusia Chamber AM Connection meetings; Annual State of the County address at Ocean Center; WAWA ribbon cutting.

EVENTS: Three Kings Festival; Athens 100th Anniversary Celebration; Crappie USA and Crappie Masters fishing tournaments and kids rodeos at Highland Park Fish Camp; John Mellencamp art exhibit at Museum of Art – DeLand; Taste of DeLand; ribbon cutting for DeBary stretch of Volusia County trails; Blue Spring Manatee Festival; Local Style and District Yoga ribbon cuttings; final ME STRONG 5K; Thin Man Watts Jazz Festival.

TRAVEL: Florida Wedding Expo; I Said Yes wedding show; Tampa Bay Senior Expo; I-95 Welcome Center Expo.

OTHER: Travel writers Liz Mays and Deb Thompson visited West Volusia thanks to the Daytona Beach CVB. Ms. Turner recorded a video for Deltona to show at the Wildlife Viewing and Nature Tourism Academy in Tucson Feb 21-25; Fishing University episode aired; visited some attractions we were not aware of: 101 Paw and Claws, Rage Room and Haunted Antique Shop.

On a sad note, WVTAA's adopted manatee Volusia passed away recently so staff has adopted another one. His name is Gator and he was first identified at Blue Spring in 2011. He got his name from chasing gators in the spring.

Also, Ms. Turner is keeping up with two state legislative issues -- the expansion of the TDT tax and the sunset date for VISIT FLORIDA and will keep the Board posted on any updates.

Last but not least it was recently announced by the Office of Greenways and Trails that DeBary is the newest Trail Town in Florida.

General Discussion:

Ms. Sullivan provided funeral service information for the husband of former Volusia County Council Member Pat Northey.

Ms. Elliott shared that the Florida International Wine Competition has decided not to have their competition at the Florida State Fair any longer and is searching for a new venue and adjacent event. Ms. Elliott is trying to get it in Volusia County, and is open to any ideas.

Mr. Benedict explained that Benedict Advertising is researching NFTs (non-fungible tokens) and how they could be used in marketing tourism.

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Elliott. The motion passed unanimously at 9:59 a.m.