

**West Volusia Tourism Advertising
Authority Advisory Board Meeting Minutes
Wednesday, May 18, 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

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Brenda Sidoti, Jamie Alexander, and Greg Otte, Benedict Advertising; Christina Crowley, Holiday Inn Express DeLand South; Nicole Hogeland, Hampton Inn DeLand; Shea Sizemore, Courtyard DeLand; Mike Palozzi, on behalf of River of Lakes Heritage Corridor

Call to Order: Mr. Little called the meeting to order at 9:00 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, and stated West Volusia set another record in monthly collections in the amount of \$112,781 for March 2022. This is the highest amount ever collected in a single month. Ms. Turner stated that the interest at the bottom of the net collections report does not include the April investment gains and losses in the numbers. The County did not want to hold up the numbers while this portion was still being worked on and sent what was completed. Mr. Wilson made a motion to approve April 2022 financials, seconded by Ms. Sullivan and approved unanimously.

Discussion & Approval: Event Marketing Funding

-West Volusia Kennel Club Dog Show, September 23-25, 2022

Mr. Arney provided history of the event and the business acquired from it. WVTAA has funded this event twice, and Mr. Arney stated that WVTAA should fund initiative's that bring positive publicity, fill hotel rooms and contribute to the West Volusia economy. With that said, Mr. Arney shared feedback that Ms. Turner received from a hotelier after the 2021 West Volusia Kennel Club Dog Show. It covered challenges that the hotel encountered from guests that were with this group for the event. The areas of concern seemed to develop from a lack of communication between the show provider to show participants. After much discussion amongst the Board, they agree that is a good event for the area. However, a motion was made by Ms. Elliott to table the funding request until Ms. Turner can have further conversation with the point of contact for the group about these concerns, seconded by Ms. Adams and approved unanimously. Then the funding request will be brought back to WVTAA board for a final decision.

Discussion & Approval: Funding Request

-Reprint of River of Lakes Heritage Corridor brochure

Mr. Mike Palozzi presented on behalf of the River of Lakes Heritage Corridor for the request of funds in the amount of \$10,000 to reprint brochures for the scenic byway. Mr. Palozzi provided a history of the scenic byway programs and the positive economic impact byways have on the local communities. It was also noted that River of Lakes Heritage Corridor was designated a National Scenic Byway in 2021. The West Volusia Tourism logo and contact information will be added to the brochure. Ms. Adams made a motion to approve \$10,000 for the reprint of the brochure, seconded by Ms. Elliott 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 for April as well as video ads on YouTube. Facebook continues to be the leading social source for Google Search, followed by Instagram. The top three traffic drivers for search to the web site in order are organic, paid, and direct. Mobile continues to dominate traffic by device to the website.

Top location for website visitors out of the West Volusia area are Orlando, Miami, Tampa and Jacksonville. Ms. Alexander showed examples of recent Facebook ads, and mentioned Facebook audience is 63.3% female, and 37% male. The May consumer newsletter had an open rate of 27.99% with 84 secondary actions.

The Bandwango update included 177 lifetime signups for the CoolCraft Beverage Trail mobile pass. Top check-in locations for April included Odd Elixir Meadworks & Abbey Bar, Half Wall DeLand, Trilogy Coffee Roasting Co. and the NEST.

Public Relations included mentions in The Daytona Beach News Journal, The Travel, 365 Atlanta Traveler and The West Volusia Beacon.

Results from the Visit Florida Love FL Campaign received 1,487,053 impressions, 1,439,759 video completions

Upcoming projects include the CoolCraft Summer promotion and new web site.

Executive Director's Report: May 2022

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

MEETINGS: WV Leadership, April 21, May 5; Inclusive DeLand, April 25, May 9; ROL at DeLeon Springs, May 2; National Tourism Week speech to West Volusia Chamber, May 3; LHA Tourism Week event at Hard Rock, May 4; Wed Pros, May 10; spoke to Daytona Beach Rotary, May 16; spoke to DeBary Citizens Academy, May 17; MSDA Promotions Committee, April 24 and 5/12. POMS planning meetings now every other week.

EVENTS: Volusia Vibe at Abbey, April 21; Keep DeLand Beautiful, April 23; Ukraine Dinner, April 23; Jeep Beach BAH at One Daytona, April 26; Ukraine speech at Enterprise Museum, April 30; Pat Northey awarded by Volusia County Cultural Alliance, May 2; Wild Game Feast, May 5; Willow Luncheon, May 6; West Volusia Night at the Daytona Tortugas, May 6; Preservation Month reception with MainStreet DeLand and WV Historical Society, May 10; Amazing Shake finals, May 13; Rock N' Hearts for the Homeless, May 14.

TRAVEL: Women's Expo in Villages, May 13; Seniors Expo in Jacksonville, May 18-19.

OTHER: David Martin from Fox 35 featured the new Aviary at Patty's Parrot Palace; working with travel writer Nancy Moreland on assignment with the Florida Fish & Wildlife Commission to write a series of case studies on Deltona's successful nature tourism initiative; guest on Good Day Daytona on WNDB Radio.

General Discussion:

Ms. Elliott announced that tickets are available for the Florida Wine Flight Night event that will be held on June 18, 2022 from 6-9pm at The Elusive Grape in downtown DeLand during Florida Wine & Grape Growers Association's Annual Conference.

Ms. Crowley announced she has resigned from the Holiday Inn Express DeLand South, and has taken a job with Aimbridge Hospitality at the Sheraton property in Maitland as Director of Sales.

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 10:13 a.m.