

**West Volusia Tourism Advertising  
Authority Advisory Board Meeting Minutes  
Wednesday, June 15, 2022**

**MEETING MINUTES**

**Present:** Sara Patel, Bryn Adams, Susan Elliott, Pete Arney, Dave Wilson

**Remote:** Doug Little, Cindy Sullivan

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

**Also Present:** Laura Coleman, Volusia County Assistant County Attorney; John Booker, Volusia County Government Affairs; Brenda Sidoti, and Jamie Alexander, Benedict Advertising; Hunter Thames, Holiday Inn Express DeLand South; Tim Haynes, Fall Spyder, Bike & Trike Fest; Melvyn Record and Anthony Tate, World Racing Group.

**Call to Order:** Mr. Wilson called the meeting to order at 9:00 a.m.

Mr. Arney made a motion to approve that Ms. Sullivan 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. Elliott and approved unanimously.

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

**Call for Public Participation:** None

**May Minutes:** Mr. Little made a motion to approve, seconded by Ms. Patel and approved unanimously.

**May Financials:**

Ms. Patel gave the financial report, and stated West Volusia had another great month with \$87,751 in monthly collections for April 2022, up 26% year over year. Ms. Turner shared that the yearly dues for VISIT FLORIDA increased from \$395 to \$1,500. Ms. Turner reported she received budget projections from the County for this fiscal year of \$964,000 and for next fiscal year (2022-23) of \$996,000. Mr. Little made a motion to approve May 2022 financials, seconded by Ms. Elliott and approved unanimously.

**Discussion & Approval: Event Marketing Funding**

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

After being tabled at the WVTAA May board meeting, the funding request for the West Volusia Kennel Club Dog Show was brought back to the board for approval. The board agreed that the event brings value to the community, and Mr. Arney made a motion to fund \$1,000 for the event, down from the \$2,500 originally requested, seconded by Ms. Patel and approved unanimously.

-Fall Spyder, Bike & Trike Fest, September 22-25, 2022

Mr. Tim Haynes representing the SPS Spyder Rider Club LLC presented to the board the details and purpose of the Fall Spyder, Bike & Trike Fest and what it brings to the area in terms of value. They are requesting \$4,000 to help fund their event. Last year the group spent \$7,000 to promote the event. All monies collected from the group goes directly to Road Warrior Foundation. The group currently has room blocks at Hampton Inn, Comfort Inn, Courtyard by Marriott and Holiday Inn Express in the DeLand area. Mr. Arney made the motion to grant \$1,500 to the organization for this fiscal year, 2021-22, seconded by Ms. Adams and approved unanimously.

**Discussion & Approval:**

-Year-round partnership with Volusia County Speedway; Melvin Record, Direct, World Racing Group  
Mr. Melvin Record gave an overview of the Volusia County Speedway and DIRTVision. Mr. Record proposed that WVTAA become a preferred travel partner of Volusia County Speedway by explaining the partner benefits and marketing initiatives. Ms. Adams made a motion to move forward with the partnership and agree to pay Volusia County Speedway \$10,000 in quarterly payments (\$2,500) starting July 1, 2022, seconded by Mr. Arney and approved unanimously.

**Discussion & Approval:**

-Date change for next WVTAA board meeting to July 13 to meet County budget deadline of July 18.  
Mr. Little made a motion to move the next WVTAA board meeting from July 20 to July 13, 2022, 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 for May 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 with 64% of users continues to dominate traffic by device to the website.

Top location for website visitors out of the West Volusia area continue to be Orlando, Miami, Tampa and Jacksonville. Ms. Alexander showed examples of recent Facebook ads. The open rate for the June consumer newsletter had an open rate of 29% with 86 secondary actions. Top clicks were the Florida Wine & Grape Growers Flight Night and Pride Month in West Volusia.

The Bandwango update included 204 lifetime signups for the CoolCraft Beverage Trail mobile pass. Top check-in locations for May included Blue Springs Brewing and Riverwalk Pizza and Persimmon Hollow Brewing Co.

Public Relations coverage included CoolCraft Beverage Trail, Cassadaga and partnering with Tortugas during Tourism Week. Upcoming projects include the CoolCraft Beverage Trail Summer promotion and a mailer to the Jacksonville area.

**Executive Director's Report: June 2022**

Ms. Turner gave an overview of recent meetings, events, staff travel and other activities. The staff has been working on budget and marketing plan.

MEETINGS: POMS site visit and meetings weekly now; Volusia Vibe at DeLand Hotel; SATW Eastern Chapter Zoom Meeting; Q Breakfast; Inclusive DeLand series; Florida Black Bear meeting at Juniper Springs; VISIT FLORIDA Marketing Council and last meeting as a Board Member; Destinations Florida Marketing Summit in Bowling Green, FL; Main Street Board meeting; IPW Fam with Daytona Beach (HAT Marketing) and IPW Media Marketplace with the National Scenic Byway Foundation (23 journalists); STS Marketing College; River of Lakes monthly meeting; Office Octane; Eggs & Issues; West Volusia Historical Society preservation panel discussion.

EVENTS: SBDP Awards event; Chamber Mega Mixer at ERAU; graduation from Leadership West Volusia.

TRAVEL: STS Marketing College in Macon, GA; Senior Expo in Jacksonville.

OTHER: Toured DeBary Volusia Forever property with new Rep. Stan McClain; hosted travel writer Leigh Cort; visited new owners of Cabin on the Lake in Lake Helen.

Ms. Turner noted that CoolCraft Summer has kicked off with 12 CoolCrafters participating in a drink contest.

**General Discussion:**

Ms. Elliott shared details about the Florida Wine & Grape Growers Association's Annual Conference happening in DeLand, June 17-19, 2022. She also mentioned that her winery Elliott Vineyards will start doing tasting parties for birthdays, etc.

**Adjourn:** With no further business; Ms. Patel made a motion to adjourn, seconded by Mr. Arney. The motion passed unanimously at 10:12 a.m.