

**West Volusia Tourism Advertising
Authority Advisory Board Meeting Minutes
Wednesday, July 13, 2022**

MEETING MINUTES

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

Remote: Sue Elliott

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

Also Present: Laura Coleman, Volusia County Assistant County Attorney; Michael Benedict, Brenda Sidoti, and Jamie Alexander, Benedict Advertising; Hunter Thames, Holiday Inn Express DeLand South; Nicole Hogeland, Hampton Inn DeLand; Shea Sizemore, Courtyard DeLand

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

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

Call for Public Participation: None

June Minutes: Ms. Adams made a motion to approve, seconded by Mr. Wilson and approved unanimously.

June Financials:

Ms. Patel gave the financial report. Mr. Wilson made a motion to approve June 2022 financials, seconded by Ms. Adams and approved unanimously.

Discussion & Approval: 2022-23 Fiscal Year Budget & Marketing Plan

Ms. Turner presented the Marketing Plan and a recap of the budget for FY 2022-23.

Mr. Little brought up the discussion of giving merit raises to WVTAA staff. Ms. Sullivan made a motion to approve significant salary increases as merit raises for WVTAA staff to reflect the current market; increases will be \$90k for Ms. Turner, \$60k for Ms. Spence, and \$45k for Mr. Swanberg, seconded by Ms. Adams and approved unanimously. Ms. Cindy made a motion to amend the salary for Ms. Spence from \$60k to \$63k, seconded by Ms. Patel and approved unanimously. Ms. Sullivan made a motion to approve the overall budget as presented with the amendment to include the salary adjustments for WVTAA staff, seconded by Ms. Patel 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 June 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 to the web site in order are paid, direct and organic. Mobile continues to dominate traffic by device to the website. Top locations for website visitors out of the West Volusia area continue to be Orlando, Miami, Tampa and Jacksonville. Outside Florida New York City and Atlanta were at the top of the list for June.

Ms. Alexander showed examples of recent Facebook ads and campaign results. The open rate for the July consumer newsletter had an open rate of 25% with 132 secondary actions. Top clicks were the CoolCraft Summer Beverage Competition, Legacy Week at the Stetson Mansion, and 4th of July celebrations.

Ms. Alexander gave an update on the progress of the Bandwango CoolCraft Beverage Trail mobile pass which included 254 lifetime signups. Top check-in locations for June included Persimmon Hollow Brewing Co., Odd Elixir Meadworks & Abbey Bar, Hyderhead Brewery and Central 28 Brewing.

Public Relations included coverage on the Wings of the West, downtown DeLand, Blue Spring State Park, Cassadaga, CoolCraft Beverage Trail and the CoolCraft Summer Beverage Competition, and multiple pick-ups of the Stetson Mansion being named the top 10 attraction in the U.S. according to TripAdvisor, the only one in the state of Florida.

Executive Director's Report: July 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 meetings weekly now; Volusia Hispanic Chamber Board Installation; Florida Wine & Grape Growers Association meeting and social events; Lakeisha Hood, USDA; "8 Dimensions of Wellness" workshop; Inclusive DeLand; Florida State Legislative Forum with Daytona Beach Chamber; Zartico Demo; Hontoon Landing future plans; Main Street Board Meeting; RootRez Demo; Volusia Vibe at Elusive Grape; West Volusia Historical Society Board meetings.

EVENTS: DeLand Chamber ribbon cutting at Crumbl Cookies; Appreciation BBQ at Volusia Speedway Park; WebPros Open House at Venue 142.

TRAVEL: VISIT FLORIDA Marketing to the Adventure Traveler workshop; Lifestyles Salute to Freedom Expo at Villages.

OTHER: Stetson Mansion TripAdvisor named in the Top 10 US Attractions as part of the 2022 Travelers' Choice Best of the Best Awards. Travel writers Leigh Cort and Lisa Beach have visited area, both on assignment.

NEXT: Attending ICAST in Orlando July 19-22 and hosting the Preservation on Main Street (POMS) Conference in DeLand July 25-30.

General Discussion:

Ms. Elliott shared that the Florida Wine & Grape Growers Association's Annual Conference will return to DeLand in January 2023.

Adjourn: With no further business; Mr. Wilson made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 10:15 a.m.