

**West Volusia Tourism Advertising
Authority Advisory Board Meeting Minutes
Wednesday, August 17, 2022**

MEETING MINUTES

Present: Doug Little, Cindy Sullivan, Sara Patel, Pete Arney, Sue Elliott, Dave Wilson

Absent: Bryn Adams

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, and Jamie Alexander, Benedict Advertising; Candace Battle, Holiday Inn Express DeLand South; Nicole Hogeland, Hampton Inn DeLand

Call to Order: Mr. Little called the meeting to order at 9:01 a.m.

Call for Public Participation: None

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

July Financials:

Ms. Patel gave the financial report. Ms. Sullivan made a motion to approve July 2022 financials, seconded by Mr. Wilson and approved. (Mr. Arney did not vote in this motion as he was absent from the room.)

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 July as well as video ads on YouTube. Facebook continues to be the leading social source to drive traffic to the website, followed by Instagram with 8,292 users on the website in July. 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 of Florida, New York City, Atlanta and Chicago were at the top of the list for July.

Ms. Alexander showed examples of recent Facebook ads and campaign results. The open rate for the August consumer newsletter had an open rate of 19% with 1,229 secondary actions. Top clicks were U-Pick Muscadine Grapes, CoolCraft Trail Summer and Tropical Bonsai Event.

Ms. Alexander gave an update on the progress of the Bandwango CoolCraft Beverage Trail mobile pass which included 288 lifetime signups. Top check-in locations for July included Persimmon Hollow Brewing Co. and Trilogy Coffee. In July, 176 users visited the CoolCraft Trail website from the QR code on the promotional coaster.

Public Relations included coverage in 365 Atlanta Traveler, MSN, Global Travel Media, Outcoast, Newsbreak, The Daytona Beach News-Journal, The West Volusia Beacon, East Bay Times, The Mercury News and Orlando Date Night Guide.

Ms. Alexander provided a breakdown of positive results from the Jacksonville mailer between June 20 – July 20.

Executive Director's Report: August 2022

Ms. Turner announced that the 2022-23 budget and marketing plan were approved August 16, 2022.

Ms. Turner reported the Preservation on Main Street conference was a total success. There were almost 200 in attendance. MainStreet DeLand won two awards -- an Achievement Award for Outstanding Private/Public Partnership for its Downtown CRA Wayfinding Project and the top Excellence Award for Outstanding Florida Main Street Sales Promotion for Stroll Our Streets, which was designed by WVTAA Marketing Coordinator David Swanberg.

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

MEETINGS: Daytona Beach Chamber's Eggs & Issues Candidate Forum; ICAST in Orlando; River of Lakes monthly meeting; West Volusia Historical Society board meetings; lunch with DeLand hoteliers; Volusia Hispanic Chamber Café con Leche; Lodging & Hospitality Association monthly meeting; STS webinar on Mobile Visitor Center; meeting with Domo Andreka re: Aero Showcase, formerly the Sport Aviation Showcase to be held October 21-22; Speech for Downtown DeLand Rotary.

EVENTS: Tropical Nights; Legacy Week at Stetson Mansion; Ribbon cuttings at new Saigon Bistro, Wise Axe and Tijuana Flats with DeLand Chamber of Commerce; Guided Hike at D Ranch; West Volusia Chamber and DeLand Chamber Hob Nobs; Gala Day in Cassadaga; Spring Garden Vineyards muscadine picking.

TRAVEL: Wedding Show in Orlando.

OTHER: Travel writer Lucy Tobias was here. This weekend Travel/lifestyle content creators Nick and Madison Hearn. CoolCraft Summer Beverage competition – winner will be named on September 20!

General Discussion:

Ms. Sullivan shared that River of Lakes Heritage Corridor Scenic Highway (ROL) is finalizing signage that will be put on display in the City of DeLand, probably in Chess Park by the other ROL sign, a contribution to the arts district.

Adjourn: With no further business; Ms. Elliott made a motion to adjourn, seconded by Ms. Patel. The motion passed unanimously at 9:45 a.m.