

ARTS, CULTURE & HERITAGE TOURISM (ACHT) ADVISORY COMMITTEE

May 2, 2019 3:30 p.m.

Cici and Hyatt Brown Museum of Art, 352 S. Nova Rd., Daytona Beach, FL 32114

Committee Members Present:

Dave Castagnacci, Bob Davis, Debbie Holley, Sara Brandel, Jim O'Shaughnessy and Suzanne Heddy

Committee Members Absent:

Portia King and Stephanie Mason-Teague

Others Present:

None

Staff:

Lori Campbell Baker, Kate Holcomb and Christy Zimmerman

I. Opening & Roll Call, all present

Committee Chairman Dave Castagnacci called the meeting to order at 3:30 p.m. Roll call was taken by Christy Zimmerman.

II. Approval of Minutes *

a. February 7, 2018

Castagnacci asked if the Committee had any comments or questions. Hearing none, he entertained a motion to approve the minutes.

Suzanne Heddy made the motion to approve the November 1, 2018 minutes as presented, seconded by Bob Davis. The motion passed 6-0.

III. Arts & Culture Map Reprint

Kate Holcomb thanked the committee for reviewing the current Arts & Culture Map brochure and for sending their feedback and suggestions. Holcomb confirmed that the West Volusia and New Smyrna Beach tourism bureaus were contacted to submit updates to their sections.

The Committee discussed suggestions for the design of the cover and back page. The annual event list was discussed. Lori Campbell Baker reminded the Committee that this brochure is only intended to provide an overview of the main venues and annual events. It directs readers to DaytonaBeach.com for more detailed information, including an up to date event calendar.

IV. Unfinished Business

a. Committee input on related website content

Holcomb discussed that the primary responsibility of the Committee is to review and give feedback on the CVB's arts and culture online content which includes webpages, blogs, media releases, and videos, as well as the printed pieces – the Share The Heritage and Arts and Culture Map brochures.

Campbell Baker explained that this realigned Committee focus is a result of the HAAA Board Strategic Planning meeting. She thanked the Committee members who were able to attend recent Advertising Committee and HAAA Board meetings, saying that feedback she had received from these members is that they found that the

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GOAL: To integrate the Daytona Beach area's arts, cultural and heritage tourism offerings into the existing marketing efforts of the DBACVB and finding additional vehicles to expand that message.

CVB's media plan and the inclusion of Arts and Culture in the agency's creative was quite extensive. Campbell Baker explained that the Committee will continue to serve an important role as an advisory group that helps the CVB by regularly reviewing arts and culture print materials and online content, as well as share news, ideas and relevant information with the CVB.

Campbell Baker added that the budget for, and the implementation of, the arts and culture digital advertising campaign will roll up into the marketing media plan in fiscal 2019/2020. The Committee will focus on the arts and culture printed brochures and the online content as these are the most important assets we have and where all the advertising drives consumers for more information.

V. New Business

a. Website refresh project

Campbell Baker reported that the Simpleview web development team was here for several days. Their visit included a two-day immersion tour of the Daytona Beach area. They presented analytics from last 12 months on what website visitors search for, when they search, when and how they plan for vacations, and the top interests. It's very important to remember that the DaytonaBeach.com site is currently working extremely well. This project is being done to update the look of the site and its functionality for mobile device users, which is how the majority of users now access the site. The CVB will also use the research to enhance other products, such as our printed pieces. For example, we know from the analytics that events are one of the top searches. When we revise the art brochure we need to remember that events are important to visitors. We also look at analytics for every eNewsletter, campaign, blog, or video to maximize our return on investment.

Holcomb said if a future website update meeting is held the Committee would be invited to attend. Holcomb reminded the committee to email any additional input they may have now. The website refresh launch is scheduled for late November.

Holcomb encouraged the Committee members to attend the May 8 National Travel & Tourism Week Celebration at The Shores Resort & Spa.

VI. Public Participation

None

Castagnacci asked if there was any visitor or public participation. Hearing none, he asked for a motion to adjourn the meeting.

Jim O'Shaughnessy made the motion to adjourn the meeting at 4:22 pm, seconded by Debbie Holley. The motion passed 6-0.

Respectfully Submitted by: Christy Zimmerman, Executive Assistant

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