CALL TO ORDER - CHAIR

QUORUM CALL - CHAIR

PUBLIC COMMENTS

Please limit comments to three minutes or less on agenda items only

APPROVAL OF THE MINUTES - CHAIR

1. 19-1019 - Pdf Approval of the September 24, 2019 committee meeting minutes

DIRECTOR'S UPDATE

2. 19-1040 - Pdf Director's Update

COMMITTEE COMMENTS

OTHER PUBLIC COMMENTS

Please limit comments to three minutes or less

ADJOURN
Meeting: TDC Marketing and Communications Committee - Nov 20 2019
Department: Tourist Development Council Admin
Submitted by: Cindy Selph
Staff Contact: Jay Tusa, Executive Director

☐ Consent Agenda  ☒ Regular Agenda  ☐ Public Hearing

TITLE/REQUESTED ACTION:
Approval of the September 24, 2019 committee meeting minutes

ATTACHMENTS:
Meeting Minutes 9.24.19
The TDC Marketing and Communications Committee, Walton County, Florida met on Tuesday, September 24, 2019 at 2:00 PM at the South Walton Annex Board Room in Santa Rosa Beach, Florida.

CALL TO ORDER - CHAIR
This meeting began at 2:05 p.m.

QUORUM CALL - CHAIR
The following committee members were present: Jessica Bracken, Lisa Jones, Sarah Brazwell and Larry Greene. Martin Liptrot, TDC Director of Marketing and David Demarest, TDC Director of Communications were also present. The following committee members were not present, Stacy Hamilton, Kerri Parker, Ron Couget, Nancy Stanley and Stacey Brady.

PUBLIC COMMENTS

APPROVAL OF THE MINUTES

1. Approval of the July 30, 2019 committee meeting minutes

Motion by Committee Member Greene, second by Committee Member Bracken, to approve the July 30, 2019 committee meeting minutes

4-0 by the following votes:

Ayes: Committee Member Bracken, Committee Member Jones, Committee Member Brazwell, and Committee Member Greene

DIRECTOR'S UPDATE

2. Director's Update

Martin Liptrot, director of marketing, presented updates including website performance, digital analysis and top performing digital placements with Pandora and Facebook having the best click through rates. Liptrot said, Atlanta is the number one market and said the TDC recently held “Restaurant Takeover” event on August 15, 2019. The TDC partnered with local South Walton chefs including Jim Richard, Dan Vargo and Gregg Smith. Committee Member Bracken asked how the partnering chef's were chosen. Liptrot said there are a range of chefs that are available and there are some that are great supporters of the TDC and are able to leave their
businesses and bring staff. Kelli Carter, marketing manager, said there is also a financial commitment to participation. Liptrot said upcoming activations in September would include the Music City Food & Wine Festival in Nashville and Chicago Gourmet in Chicago. Liptrot said the TDC would also be supporting north Walton events.

Liptrot said the format of the visitor guide will change next year to the "Stay Guide" and "Visit Guide." Gaining and understanding of visitor profiles is something the TDC will be working on. The TDC will be conducting a PRIZM Premier+4 visitor segmentation survey taking into account demographics, geographics, psychographics and behaviors. Committee Member Braswell asked when they can expect a report on the results of the survey. Liptrot said it would be later in FY2020. Committee Member Jones asked what the TDC would be doing with the information. Liptrot said the information will be provided by the lodging partners and data compiled and the output shared with those that participated. It will assist the TDC and partners in better understanding visitors. Committee Member Braswell said it will do a deep dive into what their behaviors are. Liptrot said the TDC can expect this information in December. Committee Member Jones asked if there were any surprises in the social channels from July to August. Liptrot said the numbers are still elevated, we have a social specialist position now which has helped the TDC social presence grow. Council member Bracken asked for additional reporting for social channels as well as website in the future. Liptrot said as we move into the new year that is something we will begin to measure.

David Demarest, director of communications, presented updates with year-to-date snapshots, current pitch themes, recent media missions, Connections and quarterly ads in So Wal Life, DeFuniak Herald and Walton Sun. Media highlights included The New York Times, Lonely Planet Online & Harper's Bazaar Online. Committee Member Brazwell said she loved the local campaign and it works great. Demarest introduced new PR Specialist Kaylin Parker. Demarest distributed a newly created vintage post cards.

COMMITTEE COMMENTS

OTHER PUBLIC COMMENTS

ADJOURN
This meeting adjourned at 2:29 p.m.
Agenda Item #2.

Walton County
TDC Marketing and Communications Committee

AGENDA ITEM REPORT

Meeting: TDC Marketing and Communications Committee - Nov 20 2019
Department: Tourist Development Council Admin
Submitted by: Cindy Selph
Staff Contact: Jay Tusa, Executive Director

☐ Consent Agenda ☒ Regular Agenda ☐ Public Hearing

TITLE/REQUESTED ACTION:
Director's Update

ATTACHMENTS:
Communications
Marketing
Communications

Agenda Item #2.
Communications

YTD Snapshot

- Number of Articles: 298
- Impressions: 387,836,240
- Media Value: $4,368,622
- Number of Media Visits: 10
- Key Media Engagements: 1,188

Current Pitch Themes

- Holiday Travel
- Unique Rentals
- Interesting Meeting Spaces
- Architecture
- Events Listings

October Media Fam Trips

- Kayla Becker – Fodors
- Hugh Graham – The Sunday Times

Regular Updates

- The Connection
- Press Releases

New Award

- HSMAI Gold Medal
Communications

Sept. 10 – Nov. 9 Media Highlights

• Memphis Magazine Online – The Water Colors of Alys Beach
• Southern Bride Magazine – Beachside I Do’s Come To Life
• NBC 5 News Chicago Broadcast – Chicago Gourmet in Town!
• Convention South – The South’s Grandest Venues
• Southern Living Online – Owners of The Red Bar Break Ground on Rebuild After Devastating Fire
Communications

- **UPROXX Online** – We Asked Bartenders Which Bottles Of Whisky You Absolutely Need This Holiday Season
- **UPROXX Online** – The Best Whiskeys To Substitute For Candy This Halloween
- **Flamingo Magazine Online** – Fall Fete: Music, Museums and More Cultural Happenings Around the State
- **45 Calendar Listings**
  - Outlets Include: Houston Chronicle, Recreation News
Communications

Southern Bride

The Water Colors of Alys Beach, Florida
The Digital Graffiti festival is just one of the new attractions along Florida's Emerald Coast.

Visit South Walton

Agenda Item #2.
Communications

Southern Living

Owners of The Red Bar Break Ground on Rebuild After Devastating Fire

On February 13, 2019, our collective hearts broke as word spread that a fire had destroyed one of A’s most beloved establishments. The Red Bar in Grayton Beach, Florida suffered severe damage from an early morning fire and officials from the South Walton Fire District declared it a “total loss.” The positive news was that because the fire broke in the early hours of the morning, the restaurant was empty at the time. No patrons or employees were on the premises and therefore no one was hurt.

UPROXX

The Best Whiskeys To Substitute For Candy This Halloween

Steve Wells, beverage director at Borago Restaurant in Grayton Beach, Florida

I have to go with Angle’s Envy, the legacy brand left by Lincoln Henderson. His approach to aging has taken off among several other brands, but he deserves credit for introducing the masses to port barrel aging. If I’m trick or treating, attending a cocktail party, or otherwise in a BYOB setting with limited access to bar accoutrements, I’m bringing a bourbon that requires nothing more than a glass.

I think that Angle’s Envy appeals to the seasoned bourbon drinker but is also great for those who skipped over the period of cowboy whiskey many of us waded through to gain our appreciation of craft spirits.
FLAMINGO
Fall Fête: Music, Museums and More
Cultural Happenings
Around the State

30A SONGWRITERS FESTIVAL
A FESTIVAL AS SPECIAL AS THE PANHANDLE
30A - 03-20 - SOUTHWALTON

Less than 2 miles of Highway 30A with the windows down, and you’ll likely catch the tunes pouring out of roadside barrel-kegs, chill tropical bars and music venues with beachside views to rival resorts, places with names like Bud & Alley’s, Hibiscus Backyard of Love and Shaka Gallery. It’s at these venues, 30 in all, where the 30A Songwriters Festival takes up residence every year. Forget the endless lines and behemoth stage of most festivals—here, big-name performers often drop in on local acts to grow intimate crowds. In total, 200 acts will do 300 performances at the four-day festival from Jan. 17-20. Past Songwriters have included Jackson Browne, Emmylou Harris, Indigo Girls, Graham Nash, Lucinda Williams and Steve Earle. But it’s not just the big-name stages that create a buzz at 30A; among the performers are the songwriters who penned hits made famous by others. Proceeds benefit the Cultural Arts Alliance of Walton County, which has spent a quarter-century improving the Panhandle’s arts community.

Sandestin Golf & Beach Resort Sandestin, Florida
Sandestin, the largest resort in the southeastern United States, is located on 6,411 acres of white sand beaches and emerald green waters. It features more than 200 tennis courts, a 27-hole golf course and beach resorts.

COMMUNICATIONS

Agenda Item #2.

UPROXX
We Asked Bartenders Which Bottles Of Whiskey You Absolutely Need This Holiday Season

Steve Wells, beverage director at Sorago Restaurant in Grayton Beach, Florida

Horse Soldier Bourbon. This is an easy one. The movie "12 Strong" will do a far better job explaining the story behind this bottle than I could ever paraphrase, but here it is: The US's initial response after 9/11 was to send a team of Green Berets into the hills of Afghanistan on horseback. 18 years later, several of them are still friends and are now making bourbon — Horse Soldier Bourbon — and are soon to be producing their own vodka in a Florida distillery. For me, that's the perfect gift space at a holiday party in the near future.
Marketing
# Marketing Website Performance

<table>
<thead>
<tr>
<th></th>
<th>Page Views</th>
<th>Unique Users</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Period (October 1-31)</strong></td>
<td>67,545</td>
<td>27,868</td>
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<tr>
<td><strong>Past 12 Months</strong></td>
<td>2,517,310</td>
<td>1,099,188</td>
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## Traffic by Channel (October 1-31)

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Page Views</th>
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<tbody>
<tr>
<td>Organic Search</td>
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<tr>
<td>Display Ads</td>
<td>634</td>
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<tr>
<td>Paid Search</td>
<td>6,166</td>
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<tr>
<td>Social</td>
<td>4,806</td>
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<td>Direct traffic</td>
<td>5,503</td>
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### Marketing

### Digital Analysis

<table>
<thead>
<tr>
<th></th>
<th>Brand Campaign</th>
<th>Special Events</th>
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<tbody>
<tr>
<td>September Impressions</td>
<td>15,123,215</td>
<td>3,654,455</td>
</tr>
<tr>
<td>October Impressions</td>
<td>631,482</td>
<td>512,249</td>
</tr>
<tr>
<td>Average Click-Thru Rate</td>
<td>0.48%</td>
<td>0.28%</td>
</tr>
</tbody>
</table>

Note: FY20 Co-Op campaign launched in November 2019

**CTR Industry Average**

Average Click-Through Rate: 0.18%
Marketing

Top Performing Digital Placements

**Desktop**
Facebook Desktop Ads  1% CTR

**Mobile**
Pandora Mobile  2.04% CTR
Marketing

HSMAI Awards

- Silver Award in Digital Marketing Category