

ITEM VIII.
Paid Media Traffic Metric

TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, August 9, 2018

1:30 P.M.

Lynwood Roberts Room

1st floor, City Hall

ITEM: Visit Jacksonville Annual Plan Presentations

Marketing Services Annual Plan FY 2018-19

Discussion: Ms. Boyer noted that in previous meetings the Dalton Agency had told the TDC that the primary measurement of brand awareness is increasing web site traffic through paid media, which was adopted as the metric to measure performance in that area. That is becoming increasingly difficult because of Google's dominance in the area of attracting web traffic to itself and away from other sites. Ken Bowen of the Dalton Agency said that 70% of traffic to the Visit Jax web site is organic, of which 95% is driven through Google and is declining substantially, which is a common trend across the country. Google's power in the digital world is overwhelming and swamps what individual sites can do on their own. Dalton recommends changing the performance metric to be 5% growth on paid media driven traffic which is under Visit Jax's control.

Motion (Boyer): Modify the contract to change the web site traffic metric from a 10% increase annually to _% growth in paid media traffic, the exact amount to be determined at the September meeting -

Public comment – none

The Boyer motion was **approved 8-1 (Patidar opposed)**