



Southeast Volusia Advertising Authority  
Board Meeting at SVAA Office  
2238 State Road 44, NSB, FL 32168  
April 26, 2022 – 10:00 AM -12:00 PM

### **BOARD MEETING AGENDA**

- I. **Call to Order:** Betsy Baker, Chairwoman  
**Roll Call:** Debbie Meihls

**Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members

- II. **Approval of the Minutes** from the February 22, 2021, Board Meeting

- III. **Chair Report** – Betsy Baker

- Reminder of the upcoming meetings
- **September 27, 2022 – MMGY Visioning Session with Board**
- These meet the statutory quarterly requirement for board meeting.

- IV. **Treasurers Report** – Donna Ruby will discuss and present the following financials for approval for audit.

- February Financials
- March Financials
- Benefit Pkg of SVAA/NSBVB

- V. **Discussion and Approval:** Damian O’Grady, Ignite Sales & Marketing – Will provide an update on the UK Marketing and Central Europe, Travel and PR overview.

- VI. **Discussion and Approval of Budget Plan FY22/23:** Debbie Meihls will present the budget to be approved by SVAA Board then further approved by Volusia County Council in August 2022. **\$2,600,000.**

- VII. **Discussion & Approval of Media Plan** for FY22/23: Roberto Schaps, CEO Relebrands to provide update on media campaigns {as provided in the overall budget approved in February 2022 meeting.}
- VIII. **Update on Website Plan for FY21/22:** Franci Edgerly, CEO of ITI Digital to provide Digital/Web {as provided in the overall budget approved at February 2022 Meeting.}
- IX. **CEO Report:** Debbie Meihls: Mrs. Meihls will present the topline from her report.
- X. **Old Business:**
- XI. **Public Participation:** Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- XII. **Board Comments:**
  
- XIII. **Adjourn**

**2021/2022 Fiscal Year Meetings:**

~~October 26, 2021 — Research: Zartico, Research Data, Sunshine Law Review.~~

~~December 14, 2021- Audit Results & Master Plan and 3 year strategic plan approval.~~

~~February 22, 2022 — Research & Advertising updates~~

April 26, 2022 – Budget & Marketing Plan Approvals: Remaining FY21/22 and FY22/23

September 27, 2022 – Year End Review and Workshop for FY22/23 Mktg. Visioning Meeting MMGY

**\*These meet the Statutorily quarterly requirement for board meeting**