



Southeast Volusia Advertising Authority  
NSB City Hall Chambers – 210 Sams Ave.  
New Smyrna Beach, FL 32168  
June 25, 2019 – 10:00 a.m.

### **REGULAR 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. Walter Klages – Research Data, LLC  
Mr. Klages will present the visitor data for SE Volusia Area from October 2018 – January 2019 and other visitor observations.
- III. Approval of Minutes: April & May 2019
- IV. Chair Report – Betsy Baker
  - A. Budget Meeting with County Council set for 8/6/19 – Be there by 9:30am.
- V. Treasurer's Report: Donna Ruby  
Approval of the Financial Statements for April & May 2019
- VI. Discussion and Approval: CVENT Diamond level agreement. \$6,523.00 10/19/10 -9/30/19  
This will include a Diamond level listing for Destination and Brannon Center.
- VII. Discussion and Approval: DNEXT: DMO Survey for industry from Destinations International.  
This will assist with future planning and industry education. \$11,950.00 + \$11,300 which Includes 3-year strategic plan for SVAA/NSBVB based off survey and additional research by Destinations International. Total Costs \$23,250.
- VIII. Executive Director Report: Debbie Meihls  
Mrs. Meihls will present topline items from the SVAA Executive Directors report.

IX. Old Business/Public Comment:

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

X. Adjourn

**Next Meetings:**

August 27, 2019 – Topics: Budget Recap for FY19/20

September 24, 2019 – Topics: The Year Ahead / DNEXT Results\*\*

October 22, 2019 – Research, Beginning of the New Fiscal Year!

December 17, 2019 – Audit Presentation

February 25, 2020 - Research

April 28, 2020 – Marketing Plan and Budget Review

June 23, 2020 – Research, Budget Update

August 25, 2020 – Budget Recap

September 22, 2020 - Retreat – planning year ahead



## **SOUTHEAST VOLUSIA ADVERTISING AUTHORITY**

Minutes of Board Meeting-

NSB City Hall

Tuesday, June 25, 2019

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**Members Present:** Betsy Baker, Donna Ruby, Chad Truxall, Jamie Dudley, Tom Clapsaddle, Lilli Sheller, Giffin Chumley, Debbie Meihls and Jim Rushing (via phone).

**Not Present:**

**Meeting Called to Order:** Betsy Baker, Chair, called the meeting to order at 10:03am.

**Roll Call:** Debbie Meihls did the roll call.

### **Public Participation**

No Public Participation at this time.

### **Approval of the Minutes: June 2019**

Betsy ask for any questions or changes to the minutes, if none, a motion to approve. Donna Ruby made a motion to approve the minutes and Jamie Dudley seconded the motion, *all members in favor*.

### **Chair Report**

Betsy reminded the board of the upcoming workshop on September 24th from 8am-3pm at the Hampton Inn. She reminded everyone how important it was as a SVAA Board member to attend. During the workshop the board will review the results of the destination survey and offer input for the 2020-2023 strategic plan. Please turn in your Executive Director Review forms. We will be doing an annual review on our executive director as well as board member reviews.

Starting at 5pm on the same day Damian O'Grady, President of Ignite Sales & Marketing will present the "State of the United Kingdom" to all industry partners. You are not required to stay for this event but are encouraged to. The event will be held at the Hampton Inn as well.



### **Treasurers Report**

Donna Ruby presented for approval the financial statements for the months of June & July 2019. Volusia County approved our budget for 2019-2020 on August 6<sup>th</sup>, 2019. We are preparing for our end of the year audit. The auditors will be mailing in-kind inquiries to all board members. They will be onsite on November 4<sup>th</sup>, 2019. We have a fully funded reserve account and the funds for reserve can be shown in a money market account. As an organization we want to prepare for those unforeseen events that may happen in our state. With the future of Visit Florida not known we need those reserve to help with potential marketing in the future. Chad Truxall ask why that amount of money in reserves. Debbie answered that it is a percentage of what our budget is. Also, Chad Truxall posed the question if the SVAA Board needs to approve the release of the funds and Debbie answered by yes, the board needs to approve and then the County of Volusia will need to approve as well. Jim Rushing made a motion to approve the financial report and Chad Truxall seconded, *members in favor*.

### **Advertising Update: FY 19/20 Advertising Creative, Cooperative Advertising**

Roberto Schaps, CEO of Relebrands was not able to present the creatives. He was not in attendance.

### **Executive Director Report:**

Debbie has asked for board approval of \$23,250.00 for the Destination NEXT Survey and Strategic Plan by Destinations International. The DMO Survey will assist with future planning and industry education. It will be split as \$11,950.00 for the survey and additional research from the industry and \$11,300.00 for development of a 3-year strategic plan. Once completed another will not have to be performed for another 10-15 years. We are presently completing our current three-year plan. Once completed they will present to our board at the retreat on September 24, 2019 then the following day will present findings to the Bureau Staff. We are looking to someone of a higher power to assist the strategic plan for domestic and international markets, when speaking with other destinations who have completed this they were very satisfied with the results and what was done to help them. Chad Truxall made a motion to approve the total amount of \$23,250.00 for the DNEXT Survey and Strategic Plan. Jamie Dudley seconded the motion, *all members in favor*.

### **Executive Directors Report**

Debbie submitted the 2019-2020 budget to the county for approval. She also met with the county HR department last week to review staffing at the New Smyrna Beach Visitors Bureau. New staff were introduced to the board. David Villegas and Amber Evans spoke to the board and gave a little background on themselves. The National Tourism luncheon held in May was a success. We awarded the first ever Tourism Champion Award to Mr. Randy McHenry. The New Smyrna Beach Visitor Bureau is



looking to roll out the criteria for our sustainable awards to be given in the future. We are looking for the next one of our partners to move into the Blue Community.

An update on Fishstock was presented, we have approached The Halifax Sport Fishing Club to be the event organizers for 2020. Discussed possible dates and different events. We will have future meetings once the HSFC has met with their board to discuss logistics.

Debbie attended IPW and came back with a lot of great leads. Damian with present to the board a State of the UK on September 24<sup>th</sup>, 2019. Also, we had Suzie complete her STS Marketing College three-year course. She will be presenting 2 projects due by December 2019 for her certificate. We have had 2 properties sign up so far for Coop Advertising and looking for more participation. Our next Board Meeting will be September 24<sup>th</sup>, 2019.

Old Business/Public Comment

This is no old business at this time.

Adjourn

Meeting was adjourned at 10:49am