



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
December 18, 2018 – 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. James Moore & Co. – 2018 Audit Review - Approval
- III. Approval of Minutes: October 23, 2018
- IV. Chair Report
 - A. Please make note of the meeting dates below. No special event meeting in March.
- V. Treasurer's Report: Approval Financial Statements for September 2018 & October 2018 – Pending Audit Adjustments
- VI. Discussion and Approval of AMERICAN Journal 16 pg. advertising feature and reprint - \$15,850
- VII. Executive Director Report: Debbie Meihls
- VIII. Old Business/Public Comment:

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

- IX. Adjourn

Next Meetings:

February 26, 2019
April 23, 2019
June 25, 2019
August 27, 2019
September 24, 2019

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of Board Meeting-
NSB City Hall
Tuesday, December 18, 2018

Members Present: Betsy Baker, Mike Arman, Donna Ruby, Chad Truxall, Tom Clapsaddle, Jamie Dudley, Giffin Chumley and Debbie Meihls

Not Present: Jim Rushing

Betsy Baker, Chair, called the meeting to order at 10:03am

Debbie Meihls did the general roll call.

Public Participation

Atlantic Center for the Arts was represented by Nancy Lowden, Executive Director and Kathryn Peterson, Marketing and Membership Director. Requested the opportunity to resubmit documentation for reimbursement on the grant that was approved. It was discussed among the board. Chad made the motion for reimbursement of \$15,000 for events which \$7,496 will be remitted for past events and the remainder will be used this fiscal year. Jamie seconded the motion, majority members in favor, Tom Clapsaddle not in favor.

Audit Review

Zach Chalifour presented the 2018 Audit Review. We had a fully clean audit and right now it is still in draft form awaiting the County Approval then will be completed. Went over all that took place in audit with no issues to report. Donna Ruby made a motion to approve the audit findings and Mike Arman seconded the motion, *all members in favor*.

Approval of Minutes September 25, 2018

Tom Clapsaddle made a motion to approve the minutes from the October 23, 2018 meeting, Chad Truxall seconded, *all members in favor*.

Chair Report

Betsy Baker reported the dates for the board meeting for the next year and highlighted that there will be no special event meeting in March.

Treasurer Report

Donna Ruby presented the Treasurers Report after the delay last month due to the auditors performing the audit for fiscal year 2017-2018. Ended the year good and have money in reserves. We are on budget as of the start of this fiscal year. Mike Arman made a motion to approve the report and Tom Clapsaddle seconded the motion, *all members in favor*.

American Journal

Debbie Meihls presented to the board for approval a 16-page advertisement to be placed in the American Journal Magazine in Germany. It will have a pullout feature and will be distributed as a visitor guide. A motion was made by Donna Ruby to approve \$15,850 to American Journal, Tom Clapsaddle seconded the motion, *all members in favor.*

Executive Director Report

New visitor guides have just arrived and will be distributed as needed. We had a great September and October, numbers are up. Debbie asked Courtnee Brokaw, Communications Manager to give an update on the FAMs that have visited our area. Courtnee spoke of all the great press we received on the different activities, restaurants and arts that they participated in. Our town was quoted as a “bucket list” item. Chad Truxall questioned how the Rev Par was Debbie answered and says it is up and one of the highest in the county and Chad looks for it to grow yearly and Debbie says that is our goal.

Old Business

No old business discussed

Public Participation

No additional public comment

Meeting adjourned at 10:47am.

Also, in attendance were Lisa Martin,