



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
February 26, 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. Franci Edgerly – ITI Digital
Mrs. Edgerly will provide an overview of updates on the Visit New Smyrna Beach website. Update will include privacy policy and ADA compliancy.
- IV. Approval of Minutes: December 18, 2018
- V. Chair Report – Betsy Baker
 - A. Please make note of the meeting dates below. No special event meeting in March.
 - B. Please be sure to send back your SVAA Board Application if you have not already.
- VI. Treasurer's Report: Donna Ruby
Approval of the Financial Statements for December 2018 and January 2019
- VII. Executive Director Report: Debbie Meihls
Mrs. Meihls will present topline items from the SVAA Executive Directors report.

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 -Topics: SVAA Nominations, Marketing Plan & Budget Approval

June 25, 2019 – Topics: Research

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

September 24, 2019 – Topics: The Year Ahead



SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

Minutes of Board Meeting-
NSB City Hall
Tuesday, February 26, 2019

Members Present: Betsy Baker, Donna Ruby, Chad Truxall, Tom Clapsaddle, Jim Rushing, Giffin Chumley, Debbie Meihls and Jamie Dudley via telephone.

Not Present: Mike Arman

Betsy Baker, Chair, called the meeting to order at 10:00am

Debbie Meihls did the roll call.

Public Participation

Kathryn Peterson, Marketing and Membership Director gave an update from Atlantic Center for the Arts. She presented a summary of Images: A Festival of the Arts that took place from Friday January 25th through Sunday January 27th, 2019. Friday was a very busy day and they had a great turn out. Sunday's weather did not cooperate, and that festival day was rained out. With some thinking and planning they moved the artists and the event inside the Brannon Center for the final day. The patrons and the artists were very happy. There was a lot of art sold, food that was served and drinks sold. Everyone was very happy according to the survey results. She will submit for payment in a couple weeks. They have their 172nd residency happening now with a mixture of artists.

Presentation of Visitor Data

Walter Klages president of Research Data, LLC presented our calendar year 2017-2018 visitor data, as well as our fall visitor data. All data was impressive in terms of growth. Numbers were up in all categories. Our marketing efforts seemed to be working across the board. We had a slight decrease in the Canadian market and some indications that the dollar value is the source. Comparing 10 other destinations we are number 2 in terms of numbers and the impact our visitors have on our economy.

ITI Digital

Franci Edgerly introduced her team from ITI. Brian the newest member and Aline Gill. She asked Aline to give the presentation on the website. The first update was on ADA compliance how we are progressing. ITI is working page by page on the website and making adjustments to those pages. They have 20 pages started with 690 errors they have reduced the number to 19 errors. Our page count is now 520 and PDF files uploaded is 98. Giff Chumley notified the board that one of the problem areas are the PDF Files not always legible to OCR screen readers. ITI reassured they are continuing to work on errors that may occur



and resolve them. Digital Marketing saw a significant increase of 158% to the website which had 27,173 new visitors. Social media had over 1 million people reached and over 2 million impressions. Average time spent on webpage is 1:23. Which is a good number by google standards, we maintained the time on site. Aline introduced the new trip planner feature and explained the benefits for the partners and visitors. Upcoming project for the spring is the 360-degree videos and parks and trails interactive added to the website which are only now on the app.

Approval of Minutes: December 18, 2018

Tom Clapsaddle made a motion to approve the minutes and Chad Truxall seconded the motion, *all members in favor.*

Chair Report

Betsy Baker presented the Chair Report with the dates of the future board meetings and reminded everyone to complete a board application for next year's term to the County of Volusia.

Treasures Report

Donna Ruby presented the Treasures Report. She went over December and January statements. All is well on the budget. We have had no unexpected expenses. Our audit is finalized and we closed out January with over 240,000 and plenty in reserves. A motion was made by Chad Truxall to approve the report and Tom Clapsaddle seconded the motion, *all members in favor.*

Executive Director Report

Debbie informed the board that our numbers were up 15% in December and from October thru December we are up 17% from last year. The county posted our two employment positions last evening. We expect to close them out by the end of march and have full staff. The first position is for an Administrative Coordinator and the second is for a Visitor Specialist. Debbie gave an update on Visit Florida and their budget possibly being affected in the upcoming session. Debbie will be possibly attending the Rally in Tally on March 12th and she will update then. Debbie has also met with County & NSB City Council and plans to meet neighboring cities. Visitor Center is full season and been busy. She gave an update on sustainable Tourism and the status of Marriott Springhill Suites, Marine Discovery Center and Third Wave Café. We have three film permits and we have had several FAMS with two remaining. Debbie notified the board that our next board meeting in April will cover the marketing plan.

Old Business

No old business discussed

Public Participation

No additional public comment

Adjournment

Meeting adjourned at 11:10am.